

**ROTORUA LAKES COUNCIL  
COMMUNITRAK™ SURVEY  
MAY 2018**



# **COMMUNITRAK™ SURVEY**

## **PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION**

**PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:**

**ROTORUA LAKES COUNCIL**

**MAY 2018**



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**NB: Please note the following explanations for this report:**



Figures that are comparably lower than percentages for other respondent types.



Figures that are comparably higher than percentages for other respondent types.

Arrows, whenever shown, depict a directional trend.

Please note that unusual or one-off occurrences, such as climatic events, can affect ratings.

In general, where bases are small (<30), no comparisons have been made. For small bases, the estimates of results are not statistically reliable due to the high margins of error.

Icons used in this report made by Freepik from [www.flaticon.com](http://www.flaticon.com)



## A. SITUATION AND OBJECTIVES

Council engages a variety of approaches, to seek public opinion and to communicate programmes and decisions to the people resident in its area. One of these approaches was to commission the National Research Bureau's Communitrak™ survey undertaken from 1992 - 2009, 2011, 2012, 2013, 2014, 2015, 2016, 2017 and again in 2018.

In 2018, Communitrak™ sought to obtain the views of Rotorua District residents on the specific issues of ...

- how satisfied residents are with the way Council involves the public in the decisions it makes,
- residents' impressions of Council decisions and actions,
- satisfaction with the quality of information.

\* \* \* \* \*

## B. COMMUNITRAK™ SPECIFICATIONS

### Sample Size

This Communitrak™ survey was conducted by telephone with 401 residents of the Rotorua District.

The survey is framed on the basis of the four Areas below to ensure a relatively proportional spread of residents across these four broad Areas which comprise the District. Sampling and analysis was based on four Areas and the interviews spread as follows:

North	103
South	99
East	99
West	100
Total	= 401

### Interview Type

All interviewing was conducted by telephone, with calls being made between 4.30pm and 8.30pm on weekdays and 9.30am and 8.30pm weekends.

### Sample Selection

The relevant white pages of the telephone directory were used as the sample source, with every xth number being selected; that is, each residential (non-business) number selected was chosen in a systematic, randomised way (in other words, at a regular interval), in order to spread the numbers chosen in an even way across all relevant phone book pages.

Quota sampling was used to ensure an even balance of male and female respondents, with the sample also stratified according to Area. Sample sizes for each Area were predetermined to ensure a sufficient number of respondents within each Area, so that analysis could be conducted on a Area-by-Area basis.

A door-to-door sample of 40 residents spread across the District was conducted this year. This was targeted at those aged 18 to 44 as this group, in particular, is increasingly difficult to conduct by phone.

A target of interviewing approximately 120 residents, aged 18 to 44 years, was also set.

Households were screened to ensure they fell within the Rotorua Lakes Council's geographical boundaries.



## Respondent Selection

Respondent selection within the household was also randomised, with the eligible person being the man or woman, normally resident, aged 18 years or over, who had the last birthday.

## Call Backs

Three call backs, ie, four calls in all, were made to a residence before the number was replaced in the sample. Call backs were made on a different day or, in the case of a weekend, during a different time period, ie, at least four hours later.

## Sample Weighting

Weightings are applied to the sample data, to reflect the actual gender, age group and ethnic group proportions in the area as determined by Statistics New Zealand's 2013 Census data. The result is that the total figures represent the adult population's viewpoint as a whole across the entire Rotorua District. Bases for subsamples are shown in the Appendix. Where we specify a "base" we are referring to the actual number of respondents.

## Survey Dates

All interviews were conducted between Friday 18th May and Sunday 27th May 2018.

## Comparison Data

Communitrak™ offers to Councils the opportunity to compare their performance with those of Local Authorities across all New Zealand as a whole and with similarly constituted Local Authorities.

The Communitrak service includes ...

- comparisons with a national sample of 1,000 interviews conducted in July 2016,
- comparisons with provincial, urban and rural norms,
- comparisons with previous readings of your own District's views (in this case the Rotorua District 2001-2009, 2011-2017 Communitrak™). The 2010 results relate to a survey conducted by another research company.

The survey methodology for the comparison data is similar in every respect to that used for your Council's Communitrak™ reading.

Where comment has been made regarding respondents more or less likely to represent a particular opinion or response, the comparison has been made between respondents in each socio-economic group, and not between each socio-economic group and the total.

Weightings have been applied to this comparison data to reflect the actual adult population in Local Authorities as determined by Statistics NZ 2013 Census data.

## Comparisons With National Communitrak™ Results

Where survey results have been compared with Peer Group and/or National Average results from the July 2016 National Communitrak™ Survey, NRB has used the following for comparative purposes, for a sample of 400 residents:

above/below	±7% or more
slightly above/below	±5% to 6%
on par with	±3% to 4%
similar to	±1% to 2%

## Margin Of Error

The survey is a quota sample, designed to cover the important variables within the population. Therefore, we are making the assumption that it is appropriate to use the error estimates that would apply to a simple random sample of the population.

The following margins of error are based on a simple random sample. The maximum likely error limits occur when a reported percentage is 50%, but more often than not the reported percentage is different, and margins of error for other reported percentages are shown below. The margin of error approaches 0% as a reported percentage approaches either 100% or 0%.

Margins of error rounded to the nearest whole percentage, at the 95 percent level of confidence, for different sample sizes and reported percentages are:

Sample Size	Reported Percentage				
	50%	60% or 40%	70% or 30%	80% or 20%	90% or 10%
500	±4%	±4%	±4%	±4%	±3%
400	±5%	±5%	±5%	±4%	±3%
300	±6%	±6%	±5%	±5%	±3%
200	±7%	±7%	±6%	±6%	±4%

The margin of error figures above refer to the **accuracy** of a result in a survey, given a 95 percent level of confidence. A 95 percent level of confidence implies that if 100 samples were taken, we would expect the margin of error to contain the true value in all but five samples. At the 95 percent level of confidence, the margin of error for a sample of 400 respondents, at a reported percentage of 50%, is plus or minus 5%.

## Response Rate

The response rate for the 2018 Rotorua Lakes Council was **61%**, which is much higher than seen typically in web or mail-out surveys (often in the 5%-30% range). With a decreasing response rate there is an increasing likelihood that the sample is less and less representative of the District.

## Significant Difference

This is a test to determine if the difference in a result between two separate surveys is significant. Significant differences rounded to the nearest whole percentage, at the 95 percent level of confidence, for different sample sizes and midpoints are:

Sample Size	Midpoint				
	50%	60% or 40%	70% or 30%	80% or 20%	90% or 10%
500	6%	6%	6%	5%	4%
400	7%	7%	6%	6%	4%
300	8%	8%	7%	6%	5%
200	10%	10%	9%	8%	6%

The figures above refer to the difference between two results that is required, in order to say that the difference is significant, given a 95 percent level of confidence. Thus the significant difference, for the same question, between two separate surveys of 400 respondents is 7%, given a 95 percent level of confidence, where the midpoint of the two results is 50%.

**Please note that while the Communitrak™ survey report is, of course, available to residents, the Mayor and Councillors, and Council staff, it is not available to research or other companies to use or leverage in any way for commercial purposes.**

\* \* \* \* \*



## C. EXECUTIVE SUMMARY

This report summarises the opinions and attitudes of Rotorua Lakes Council residents and ratepayers to the services and facilities provided for them by their Council and their elected representatives.

The Rotorua Lakes Council commissioned Communitrak™ as a means of measuring their effectiveness in representing the wishes and viewpoints of their residents. Understanding residents' and ratepayers' opinions and needs will allow Council to be more responsive towards its citizens.



## SNAPSHOT



**93% of residents are satisfied with the appearance and cleanliness of Rotorua City Centre.**



**While 33% are not very satisfied with roads in the District.**



**63% of residents are satisfied with how rates are spent on services and facilities provided by Council.**



**And 55% strongly approve/approve of decisions and/or actions of Council in last 12 months.**

## COUNCIL SERVICES/FACILITIES

**Summary Table: Satisfaction With Services/Facilities**

	Rotorua 2018		Rotorua 2017	
	Very / Fairly satisfied %	Not very satisfied %	Very / Fairly satisfied %	Not very satisfied %
Appearance and cleanliness of Rotorua City Centre	93 =	7 =	93	6
Beautification and landscaping	87 =	11 =	91	9
Promotion of Rotorua as a destination to visit	85 ↓	7 =	92	4
Noise control	84 =	7 =	81	7
Parks, reserves and playgrounds	84 =	11 =	86	9
Dog control	77 =	16 =	73	20
Sportsfields	76 =	11 =	79	8
Recycling waste materials	76 =	20 =	79	19
Footpaths	74 =	22 =	78	19
Cycling facilities	70 =	21 =	72	17
Roads in the District	67 ↑	33 ↓	61	40
Library service	65 ↓	11 ↑	71	6
Event promotion	65 ↓	24 ↑	84	10
Parking in Rotorua City	64 ↓	34 ↑	74	24
Promotion of Rotorua as a destination to live, work and invest	62 ↓	19 ↑	70	11
Rotorua Aquatic Centre	51 ↓	28 ↑	64	14
Public toilets	46 =	37 =	46	35
Art and History Museum*	28 ↓	47 ↑	59	14

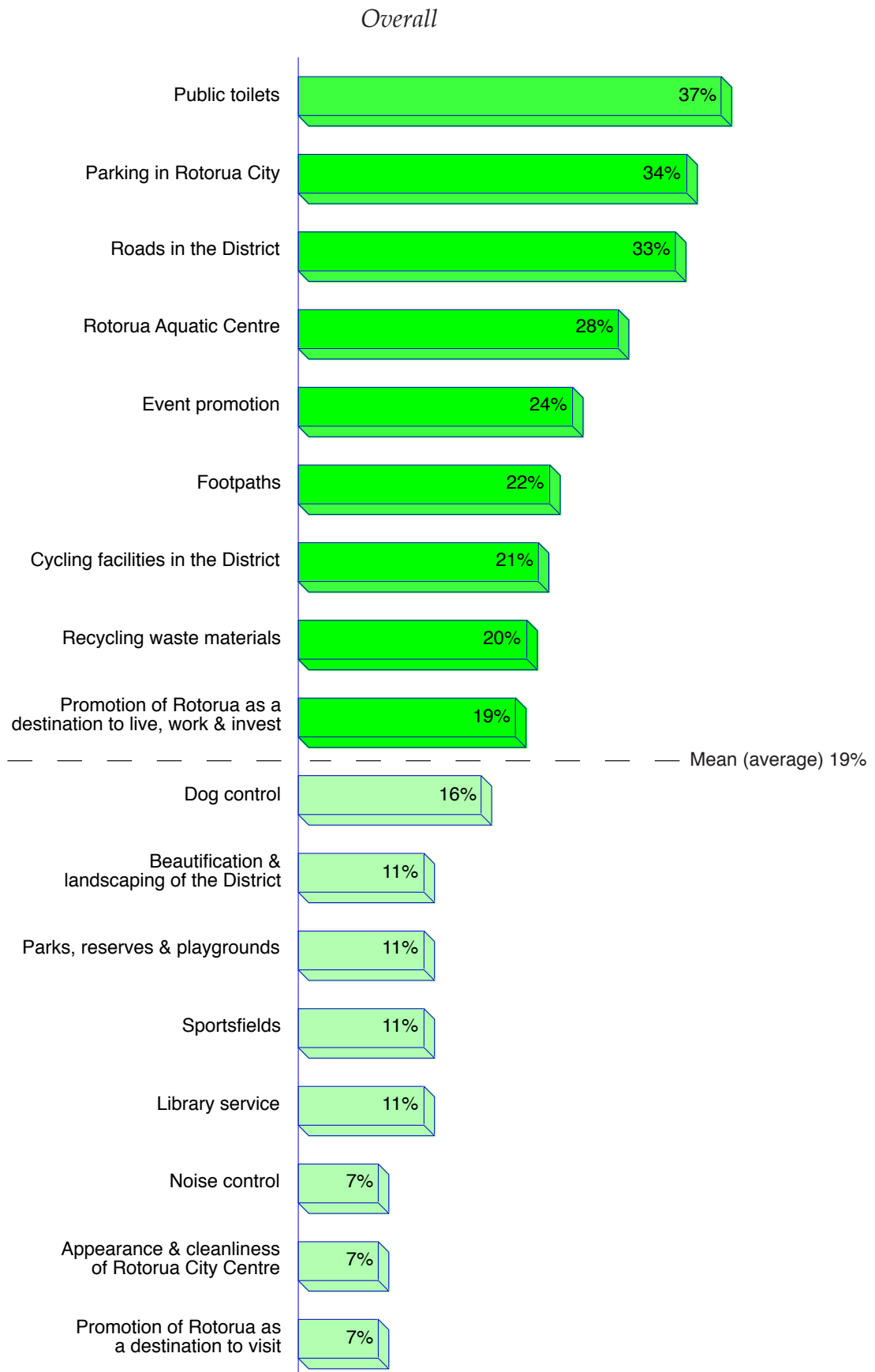
Key:	↑	above / slightly above 2017 reading
	↓	below / slightly below 2017 reading
	=	similar / on par

NB: Where figures do not add to 100%, the balance is a "don't know" response

\* on 16 November 2016, after the Kaikoura earthquake, the Museum was closed as a precautionary measure



## Percent Saying They Are Not Very Satisfied With ...



### Percent Very Satisfied - Comparison

	2018 %	2017 %	Peer Group %	National Average %
Appearance and cleanliness of the Rotorua City Centre	59	51	**34	**36
Beautification and landscaping of the District	57	64	50	38
Promotion of Rotorua as a destination to visit	47	57	**40	**28
Control of noise	47	36	34	36
Cycling facilities in the District	46	50	NA	NA
Parks, reserves and playgrounds	43	53	*63	*58
Recycling waste materials	40	47	61	53
Sportsfields	40	46	††59	††56
Library service	38	51	69	69
Event promotion	32	44	NA	NA
Control of dogs	32	30	28	32
Rotorua Aquatic Centre	24	31	†43	†38
Footpaths	22	24	20	23
Parking in Rotorua City	19	24	31	19
Roads in the District	19	13	•20	•21
Promotion of Rotorua as a destination to live, work and invest	17	27	†††9	†††7
Public toilets	9	10	32	26

\* figures are based on average ratings for parks and reserves **and** sportsfields and playgrounds

\*\* figures are based on ratings for litter control in general

† figures are based on ratings for public swimming pools

†† figures are based on ratings for sportsfields **and** playgrounds

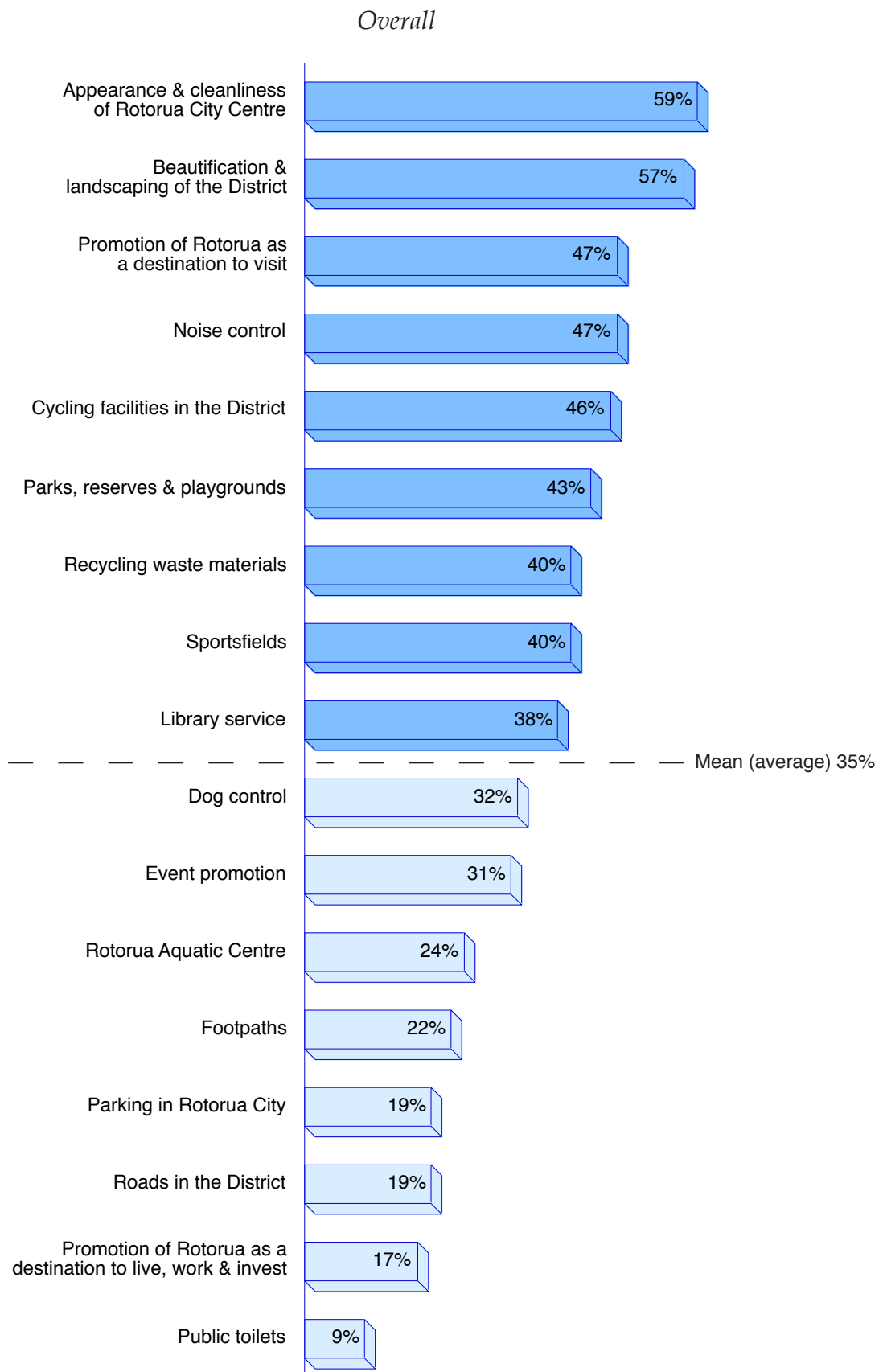
††† figures are based on ratings for job promotion

• figures are based on ratings for roads, excluding State Highways

•• figures are based on ratings for tourism promotion

NA: not asked / no comparative figures available

## Percent Saying They Are Very Satisfied With ...



In terms of those **not very satisfied**, Rotorua performs **below/slightly below** the Peer Group and/or National Averages for ...

	Rotorua 2018 %	Peer Group %	National Average %
• parking in Rotorua City	34	31	42
• promotion of Rotorua as a destination to live, work and invest	19	◊26	◊24
• control of dogs	16	23	19
• appearance and cleanliness of Rotorua City Centre	7	*18	*16
• promotion of Rotorua as a destination to visit	7	†14	†16

However, Rotorua is **above/slightly above** the Peer Group and/or National Averages for ...

• public toilets	37	19	17
• roads in the District	33	††31	††25
• Rotorua Aquatic Centre	28	**9	**8
• recycling waste materials	20	13	14
• sportsfields	11	••6	••5
• parks, reserves and playgrounds	11	•4	•5
• library service	11	1	3

For the following services/facilities, Rotorua performs **on par with/similar to** the Peer Group and National Averages ...

• footpaths	22	25	23
• beautification and landscaping	11	12	15
• control of noise	7	5	10

\* figures based on ratings for litter control in general

\*\* figures based on ratings for public swimming pools

† figures based on ratings for tourism promotion

†† figures based on ratings for roads, excluding State Highways

◊ figures based on ratings for job promotion

• figures based on **average** ratings for parks and reserves **and** sportsfields and playgrounds

•• figures based on ratings for sportsfields **and** playgrounds

As Art and History Museum is closed no comparisons have been made.

### Satisfaction With Council Services - Residents Provided With Service Only

		Base	Very / Fairly satisfied %	Not very satisfied %	Don't know %
Rubbish collection	<b>2018</b>	<b>360</b>	<b>93</b>	<b>6</b>	<b>1</b>
	2017 <sup>†</sup>	365	94	7	-

<sup>†</sup> does not add to 100% due to rounding

The percent not very satisfied is below the Peer Group Average and similar to the National Average.



### Frequency Of Household Use - Council Services And Facilities

	Usage In Last Year		
	Three times or more %	Once or twice %	Not at all %
Recycling services	82	7	11
Parks, reserves or playgrounds	68	16	16
An event venue	49	31	20
Public toilets	44	25	31
Sportsfields	48	12	40
Rotorua Aquatic Centre	41	16	43
District Library	41	15	44
Cycling facilities	36	6	58
Contacted Council about dogs	5	14	81
Art and History Museum*	3	8	89
Contacted Council about noise	2	8	90

\* on 16 November 2016, after the Kaikoura earthquake, the Museum was closed as a precautionary measure. The facility is still providing a range of services 'beyond the walls', including education programmes, events and free guided tours.

Recycling services, 89%,

parks, reserves or playgrounds, 84% and,

an event venue, 80% and,

... are the facilities or services surveyed which have been most frequently used by residents in the last year.

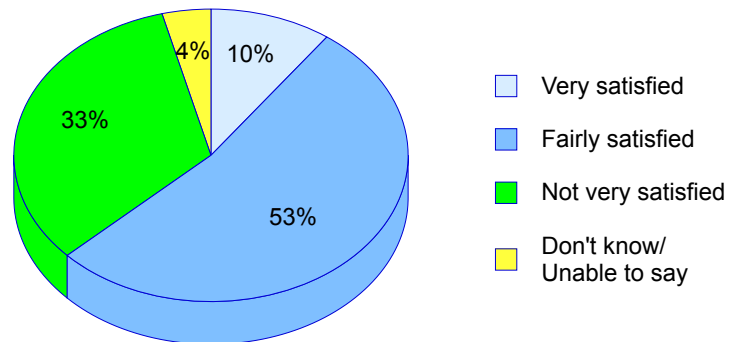




## RATES

84% of residents identify themselves, or members of their household, as ratepayers (90% in 2017).

### Satisfaction With How Rates Are Spent On The Services And Facilities Provided By The Council



The main reasons\* given by those who are not very satisfied are ...

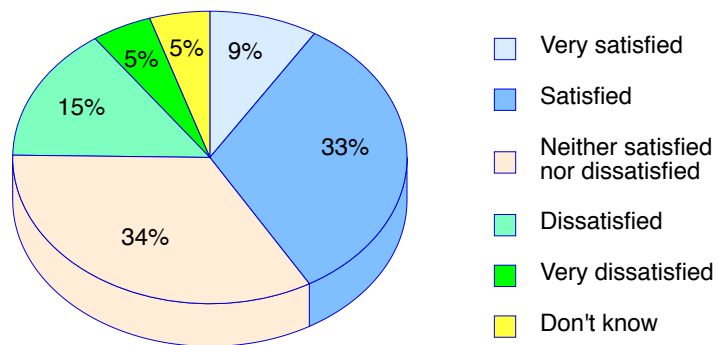
- overspending/wasting money/debt/spending priorities, 10% of all residents,
- high rates/increases/too high for services received/not value for money/unfair, 7%,
- more spending on infrastructure/specified services/facilities needing attention, 7%,
- roading/footpath/traffic issues needing attention, 6%.

\* multiple responses allowed

## LOCAL ISSUES

### Council Consultation And Community Involvement

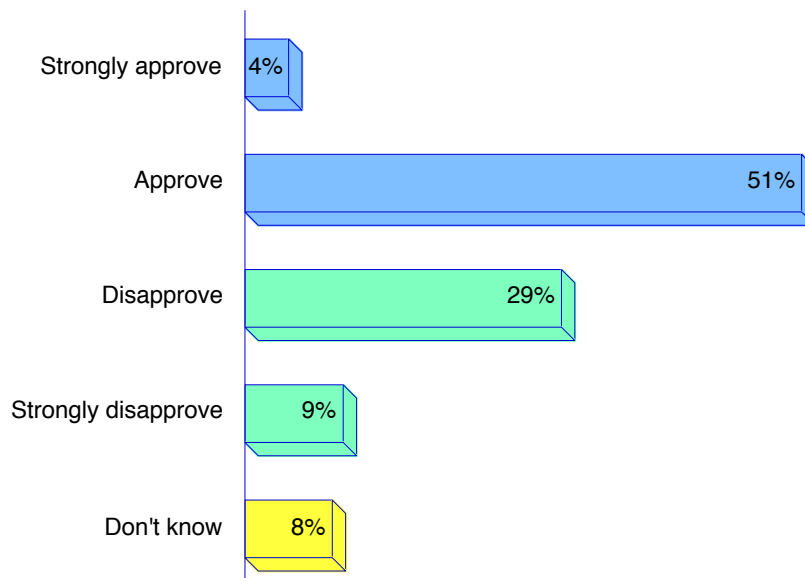
*How Satisfied Are Residents With The Opportunities To Be Involved And Participate In The Way Council Makes Decisions?*



(Does not add to 100% due to rounding)

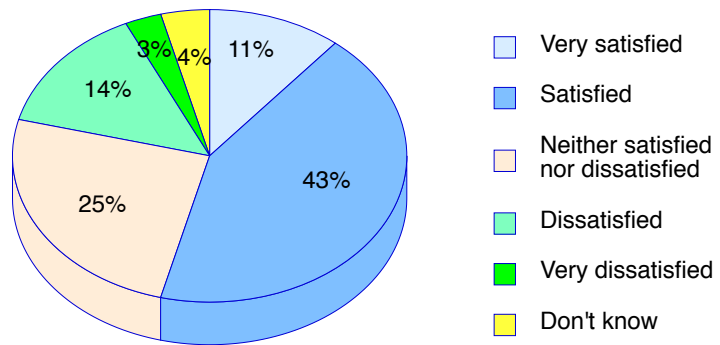
### Council Decisions/Actions In Last 12 Months

Residents' impressions of decisions and/or actions of Council in last 12 months ...



(Does not add to 100% due to rounding)

### Satisfaction With Quality Of Council's Information



\* \* \* \* \*



## D. MAIN FINDINGS

Throughout this Communitrak™ report, comparisons are made with the National Average of Local Authorities and with a Peer Group of similar Local Authorities.

For Rotorua Lakes Council, this Peer Group of similar Local Authorities are those comprising a provincial city or town(s), together with a rural component.

NRB has defined the **Provincial Peer Group** as those Territorial Authorities where from 66% to 91% of dwellings are in urban meshblocks, as classified by Statistics New Zealand's 2013 Census data.

In this group are ...

Ashburton District Council  
Gisborne District Council  
Gore District Council  
Grey District Council  
Hastings District Council  
Horowhenua District Council  
Marlborough District Council  
Masterton District Council  
New Plymouth District Council

Queenstown Lakes District Council  
South Waikato District Council  
Taupo District Council  
Thames Coromandel District Council  
Timaru District Council  
Waipa District Council  
Whakatāne District Council  
Whangarei District Council



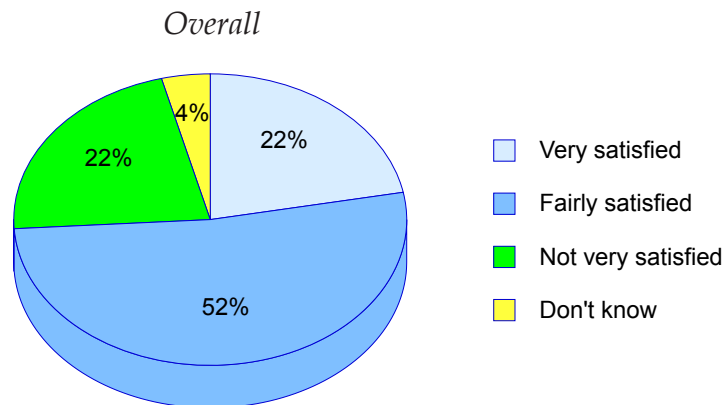


## 1. COUNCIL SERVICES/FACILITIES

## A. SATISFACTION WITH COUNCIL SERVICES/FACILITIES

Residents were read out a number of Council functions and asked whether they are very satisfied, fairly satisfied or not very satisfied with the provision of that service / facility.

### i. Footpaths



In 2018, 74% of residents are satisfied with footpaths, while 22% are not very satisfied (19% in 2017).

The percent not very satisfied is on par with the Peer Group Average and similar to the National Average.

Residents with an annual household income of less than \$45,000 are more likely to be not very satisfied with footpaths, than other income groups.

The main reasons\* given for not being very satisfied with footpaths are ...

- no footpaths / not enough footpaths / one side only / partial, mentioned by 8% of all residents,
- uneven / bumpy / broken / rough / cracked surfaces / potholes, 8%,
- lack of maintenance / need upgrading / poor condition, 5%,
- difficult for elderly / disabled / poor access, 3%.

\* multiple responses allowed



## Satisfaction With Footpaths

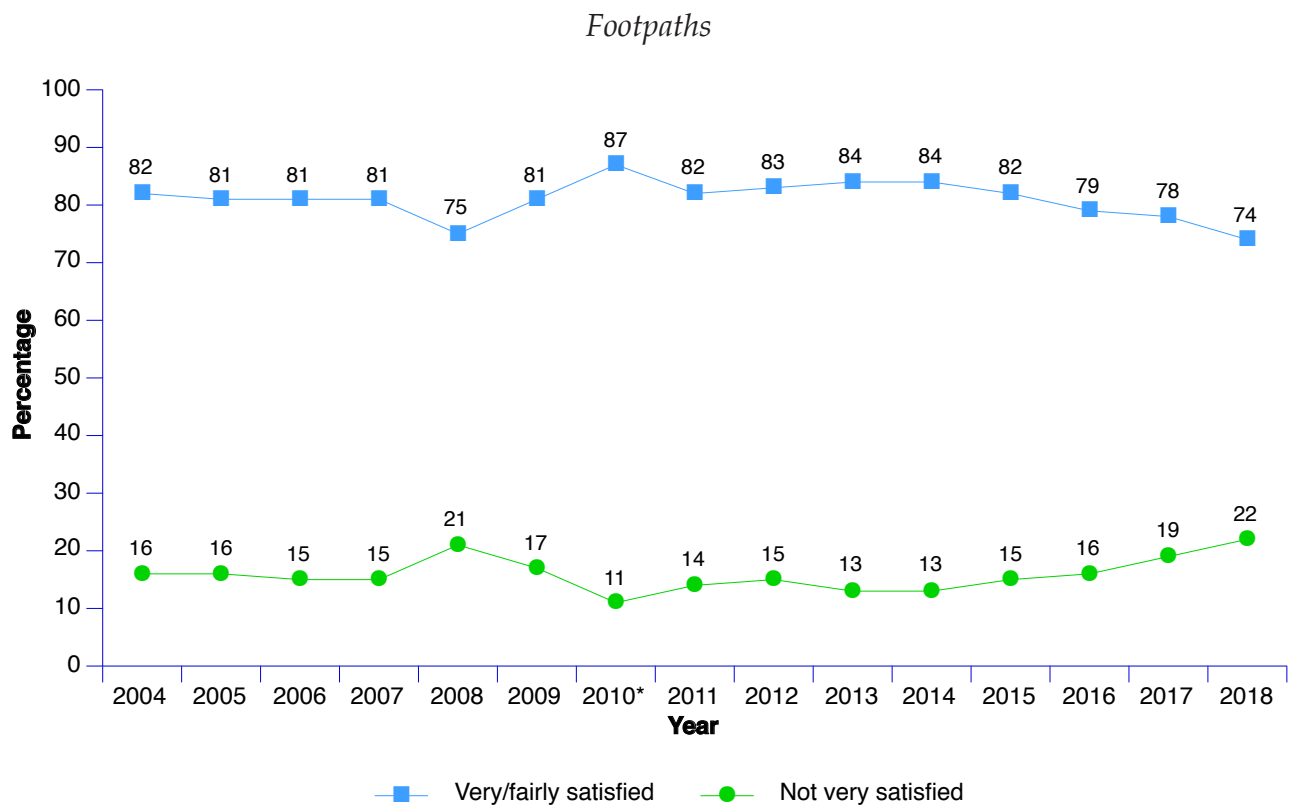
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2018	22	52	74	22	4
2017	24	54	78	19	3
2016	20	59	79	16	5
2015	24	58	82	15	3
2014	28	56	84	13	3
2013	26	58	84	13	3
2012	27	56	83	15	2
2011	22	60	82	14	4
2010*	17	70	87	11	2
2009	21	60	81	17	2
2008	23	52	75	21	4
2007	24	57	81	15	4
2006	23	58	81	15	4
2005	24	57	81	16	3
2004	26	56	82	16	2
2003	33	48	81	16	3
2002	29	54	83	15	2
2001	33	46	79	18	3
2000	37	49	86	12	2
<b>Comparison</b>					
Peer Group (Provincial)	20	47	67	25	8
National Average	23	49	72	23	5
<b>Household Income</b>					
Less than \$45,000 pa	22	43	65	33	2
\$45,000-\$75,000 pa	18	59	77	20	3
More than \$75,000 pa <sup>†</sup>	23	55	78	17	4

% read across

\* 2010 survey not conducted by NRB

<sup>†</sup> does not add to 100% due to rounding

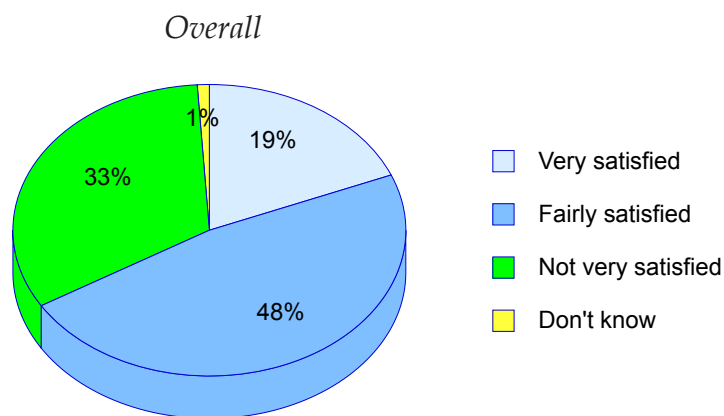




\* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:  
Total District = 74%

## ii. Roads In The District



67% of residents are satisfied with roads in the District (61% in 2017), while 33% are not very satisfied (40% in 2017).

The percent not very satisfied is similar to the Peer Group Average and above the National Average.

Residents aged 45 to 64 years are more likely to be not very satisfied with roads, than other age groups.

The main reasons\* for being not very satisfied with roads in the District are ...

- potholes / uneven / rough / bumpy surfaces, mentioned by 12% of all residents,
- traffic issues / congestion / speed of traffic, 11%,
- poor condition / lack of maintenance / need upgrading / slow to maintain, 9%,
- poor quality of work / materials used / patching, 6%.

\* multiple responses allowed

## Satisfaction With Roads In The District

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2018 <sup>†</sup>	19	48	67	33	1
2017 <sup>†</sup>	13	48	61	40	-
2016	20	61	81	18	1
2015	28	59	87	13	-
2014	26	58	84	15	1
2013	19	61	80	20	-
2012	24	57	81	19	-
2011	23	60	83	17	-
2010 <sup>**</sup>	12	66	78	21	-
2009	20	62	82	17	1
2008	22	58	80	19	1
2007	26	58	84	15	1
2006	23	55	78	22	-
2005	25	54	79	21	-
2004	21	63	84	16	-
2003	29	56	85	14	1
2002	28	54	82	17	1
2001	25	47	72	28	-
2000	31	49	80	20	-
<b>Comparison<sup>**</sup></b>					
Peer Group (Provincial)	20	49	69	31	-
National Average	21	54	75	25	-
<b>Age</b>					
18-44 years	22	48	70	29	1
45-64 years	13	47	60	40	-
65+ years	20	50	70	29	1

% read across

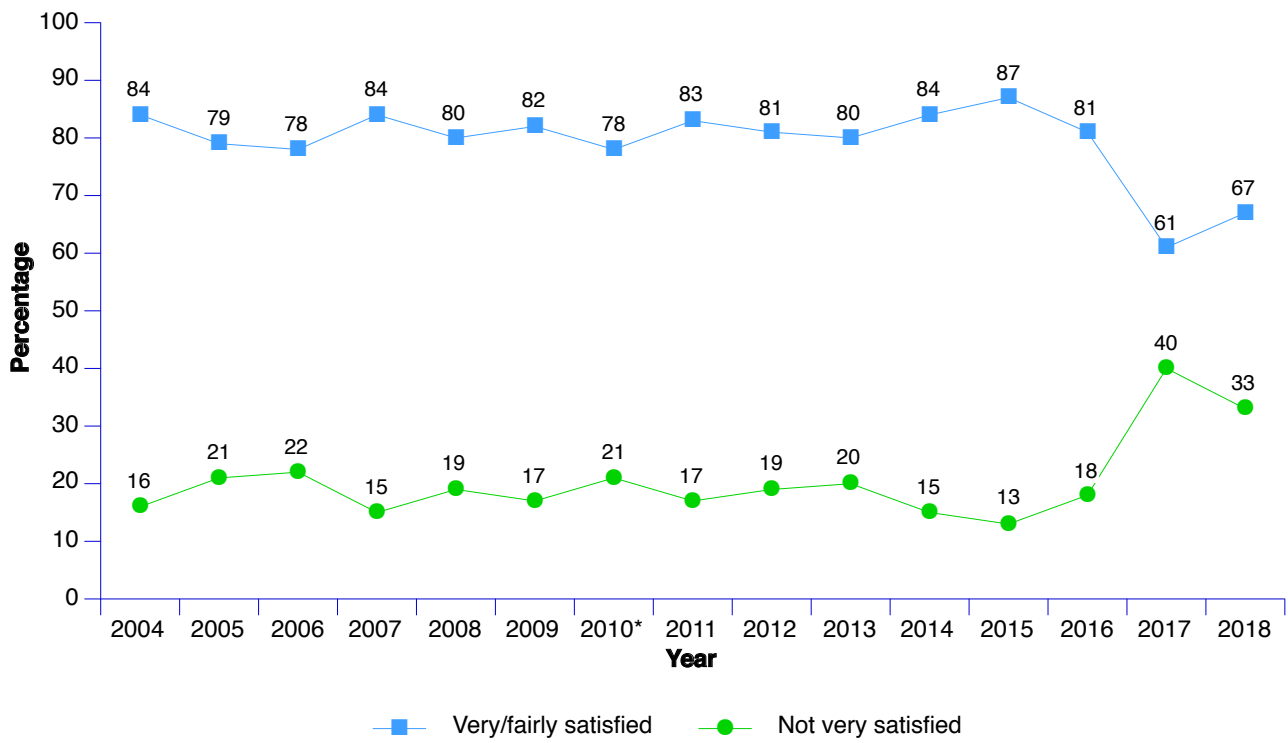
\* 2010 survey not conducted by NRB

\*\* Peer Group and National Average ratings refers to roads, excluding State Highways

<sup>†</sup> does not add to 100% due to rounding



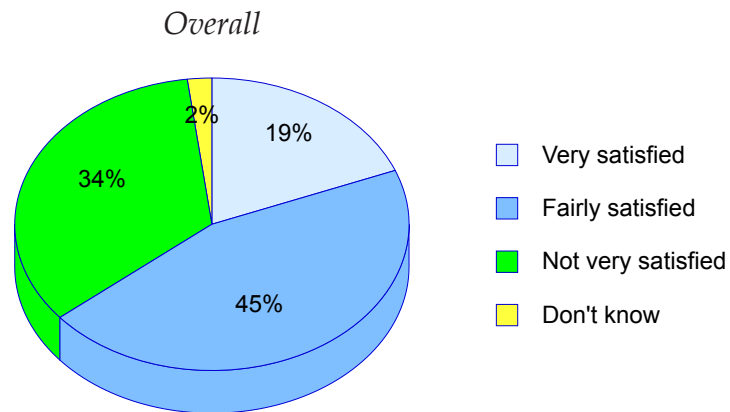
### *Roads In The District*



\* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:  
 Total District = 67%

### iii. *Parking In Rotorua City*



64% of residents are satisfied with parking in Rotorua City (74% in 2017), while 34% are not very satisfied (24% in 2017).

The percent not very satisfied is on par with the Peer Group Average and below National Average readings for parking in Central Business District.

There are no notable differences between socio-economic groups, in terms of those residents not very satisfied with parking in Rotorua City. However, it appears that the following residents are slightly more likely to feel this way ...

- NZ Māori residents,
- residents with an annual household income of \$45,000 to \$75,000.

The main reasons\* for being not very satisfied with parking in Rotorua City are ...

- not enough parking, mentioned by 11% of all residents,
- cost of parking/metered parking/need more free parking, 10%,
- parking removed/cycleway issues, 9%.

\* multiple responses allowed

NB: no other reasons is mentioned by more than 3% of all residents



## Satisfaction With Parking In Rotorua City

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2018	19	45	64	34	2
2017	24	50	74	24	2
2016 <sup>†</sup>	22	49	71	27	1
2015	36	49	85	14	1
2014	46	37	83	15	2
2013 <sup>†</sup>	19	49	68	31	2
2012	19	51	70	29	1
2011	11	54	65	32	3
2010*	14	56	70	28	2
2009	15	52	67	31	2
2008	14	49	63	34	3
2007	19	47	66	32	2
2006	13	47	60	39	1
2005	11	42	53	46	1
2004	9	39	48	51	1
2003	17	35	52	47	1
2002	12	36	48	49	3
2001	13	38	51	48	1
2000	16	36	52	46	2
<b>Comparison</b>					
Peer Group (Provincial)	31	37	68	31	1
National Average	19	35	54	42	4
<b>Ethnicity</b>					
NZ European	17	49	66	32	2
NZ Māori <sup>†</sup>	12	43	55	41	3
<b>Household Income</b>					
Less than \$45,000 pa	16	46	62	34	4
\$45,000-\$75,000 pa	21	36	57	43	-
More than \$75,000 pa <sup>†</sup>	22	48	70	29	1

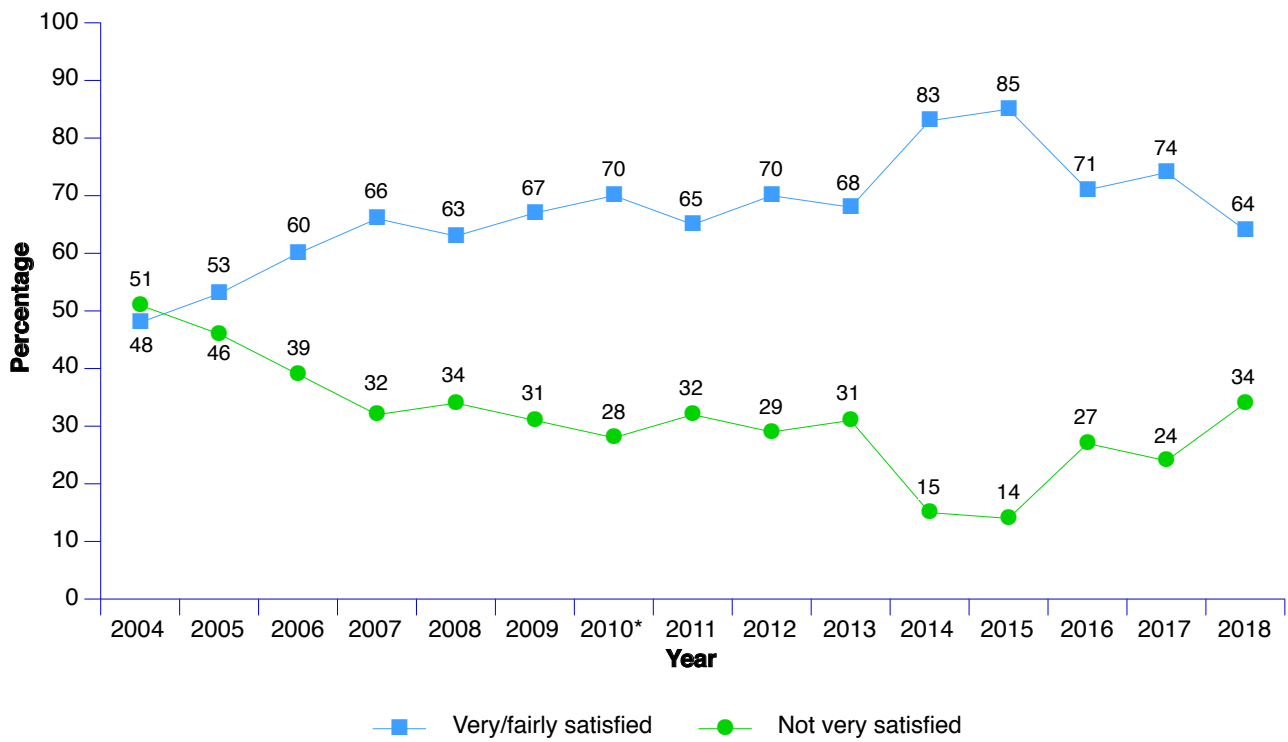
% read across

\* 2010 survey not conducted by NRB

<sup>†</sup> does not add to 100% due to rounding



### Parking In Rotorua City

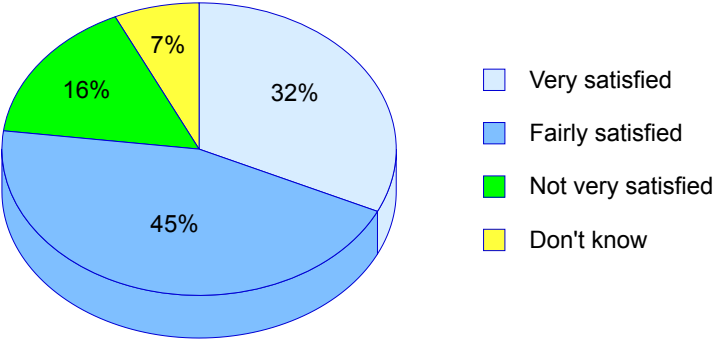


\* 2010 survey not conducted by NRB

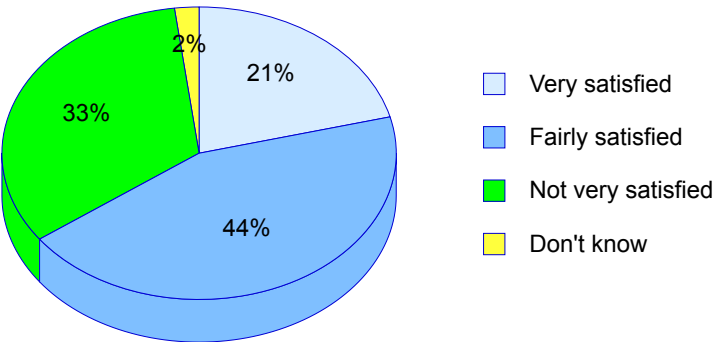
Recommended Satisfaction Measures For Reporting Purposes:  
Total District = 64%

*iv. Control Of Dogs*

*Overall*

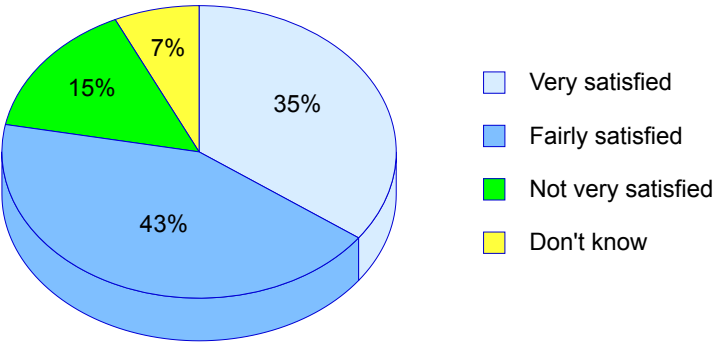


*Contacted Council About Dogs*



Base = 74

*Dog Owners*



Base = 145

77% of residents are satisfied with dog control (73% in 2017), including 32% who are very satisfied, while 16% are not very satisfied and 7% are unable to comment.

The percent not very satisfied is below the Peer Group Average and on par with the National Average and the 2017 reading.

19% of Rotorua households have contacted Council about dogs in the last 12 months (23% in 2017), while 40% of residents are dog owners.

78% of dog owners are satisfied, while 65% of residents whose household has contacted Council about dogs feel this way.

Residents with an annual household income of more than \$75,000 are **less** likely to be not very satisfied with dog control, than other income groups.

The main reasons\* given for being not very satisfied with dog control are ...

- too many roaming/uncontrolled dogs, mentioned by 11% of all residents,
- danger to people and other animals, 5%,
- poor service/rangers could do a better job, 3%.

\* multiple responses allowed

## Satisfaction With Control Of Dogs

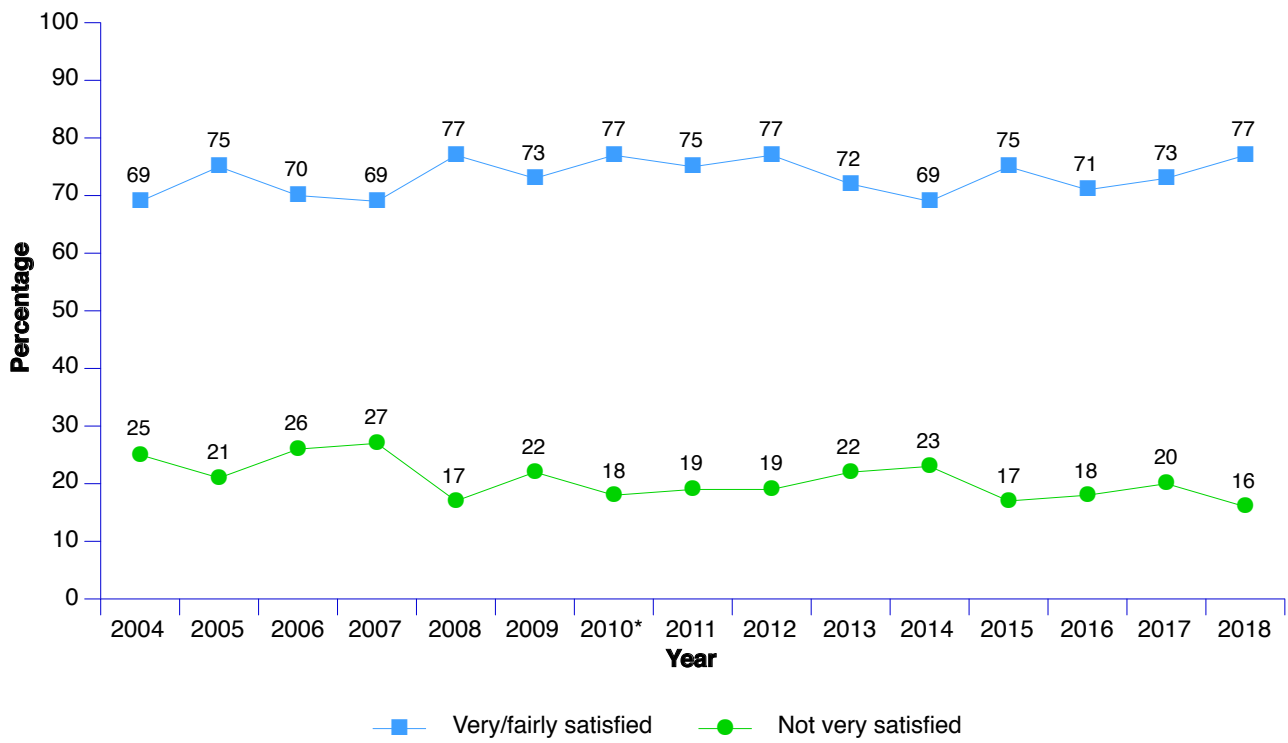
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2018	32	45	77	16	7
2017 <sup>†</sup>	30	43	73	20	8
2016	24	47	71	18	11
2015	31	44	75	17	8
2014	29	40	69	23	8
2013	33	39	72	22	6
2012	28	49	77	19	4
2011 <sup>†</sup>	26	49	75	19	5
2010 <sup>**</sup>	17	60	77	18	6
2009	23	50	73	22	5
2008	28	49	77	17	6
2007	25	44	69	27	4
2006	25	45	70	26	4
2005	28	47	75	21	4
2004	25	44	69	25	6
2003	27	46	73	23	4
2002	29	43	72	23	5
2001	34	38	72	25	3
2000	35	39	74	20	6
Contacted Council about dogs	21	44	65	33	2
Dog Owners	35	43	78	15	7
<b>Comparison</b>					
Peer Group (Provincial) <sup>†</sup>	28	42	70	23	6
National Average	32	41	73	19	8
<b>Household Income</b>					
Less than \$45,000 pa	37	37	74	22	4
\$45,000-\$75,000 pa	23	49	72	21	7
More than \$75,000 pa <sup>†</sup>	33	48	81	10	8

% read across

\* 2010 survey not conducted by NRB

<sup>†</sup> does not add to 100% due to rounding

### *Control Of Dogs*

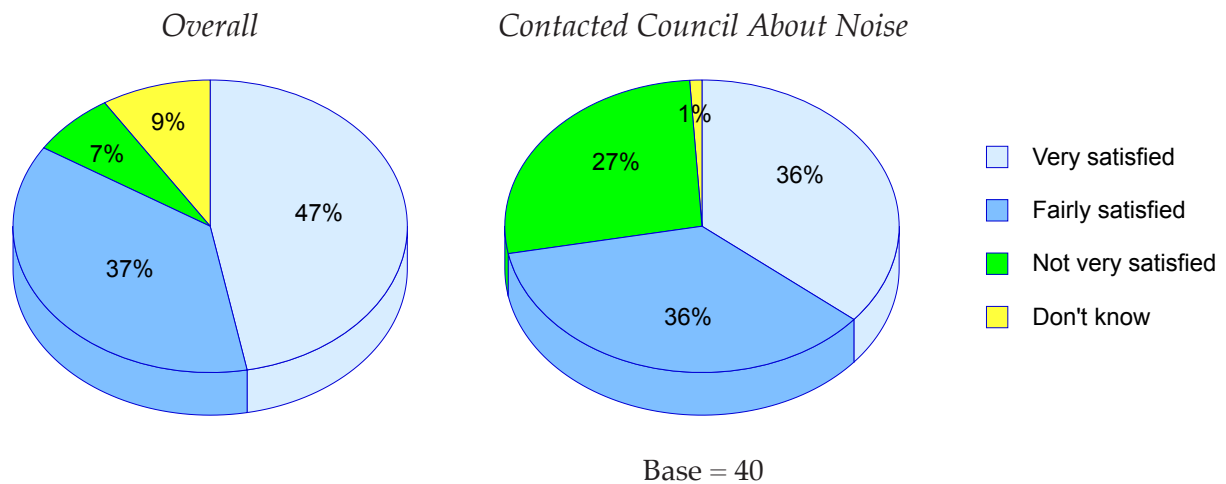


\* 2010 survey not conducted by NRB

#### Recommended Satisfaction Measures For Reporting Purposes:

Total District	= 77%
Contacted Council	= 65%
Dog Owners	= 78%

## *v. Control Of Noise*



84% of residents overall are satisfied with noise control (81% in 2017), including 47% who are very satisfied (36% in 2017). 7% are not very satisfied and 9% are unable to comment.

The percent not very satisfied is similar to the Peer Group Average and the 2017 reading and on par with the National Average.

10% of households have contacted Council about noise control in the last 12 months. Of these, 72% are satisfied and 27% are not very satisfied. For a base of 34, the margin of error is  $\pm 15.5\%$ .

There are no notable differences between socio-economic groups, in terms of those residents not very satisfied with noise control.

The main reasons\* for being not very satisfied with noise control are ...

- noisy neighbours/loud parties/music/noisy cars, mentioned by 5% of all residents,
- lack of action/slow response, 3%.

\* multiple responses allowed

NB: no other reason is mentioned by more than 1% of all residents



## Satisfaction With Noise Control

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2018	47	37	84	7	9
2017 <sup>†</sup>	36	45	81	7	11
2016	26	42	68	13	19
2015	37	39	76	6	18
2014	37	38	75	4	21
2013	40	41	81	4	15
2012	37	46	83	5	12
2011	29	49	78	7	15
2010 <sup>**</sup>	22	62	84	5	10
2009	28	54	82	7	11
2008	33	49	82	8	10
2007	32	48	80	8	12
2006	30	53	83	8	9
2005	32	54	86	6	8
2004	31	49	80	8	12
2003	33	47	80	7	13
2002	38	39	77	9	14
2001	34	39	73	9	18
2000	39	37	76	7	17
Contacted Council About Noise	36	36	72	27	1
<b>Comparison</b>					
Peer Group (Provincial)	34	43	77	5	18
National Average <sup>†</sup>	36	43	79	10	12

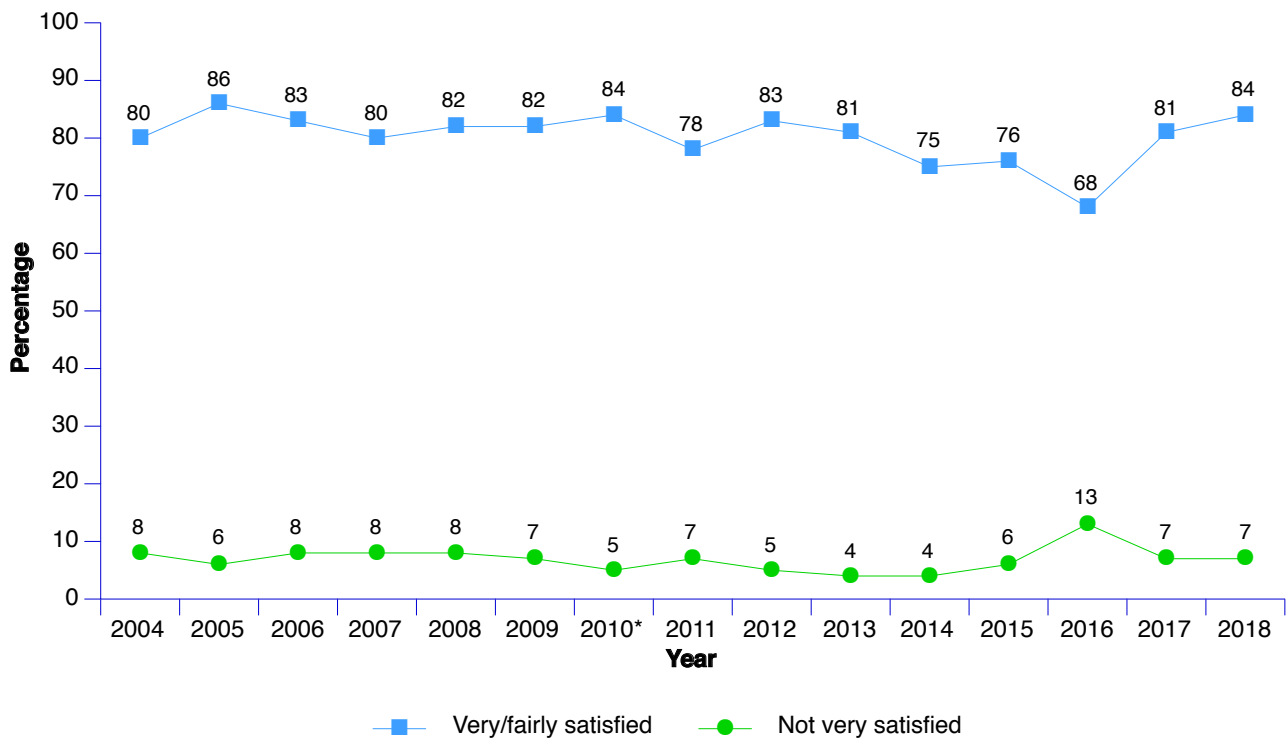
% read across

\* 2010 survey not conducted by NRB

<sup>†</sup> does not add to 100% due to rounding



### Noise Control



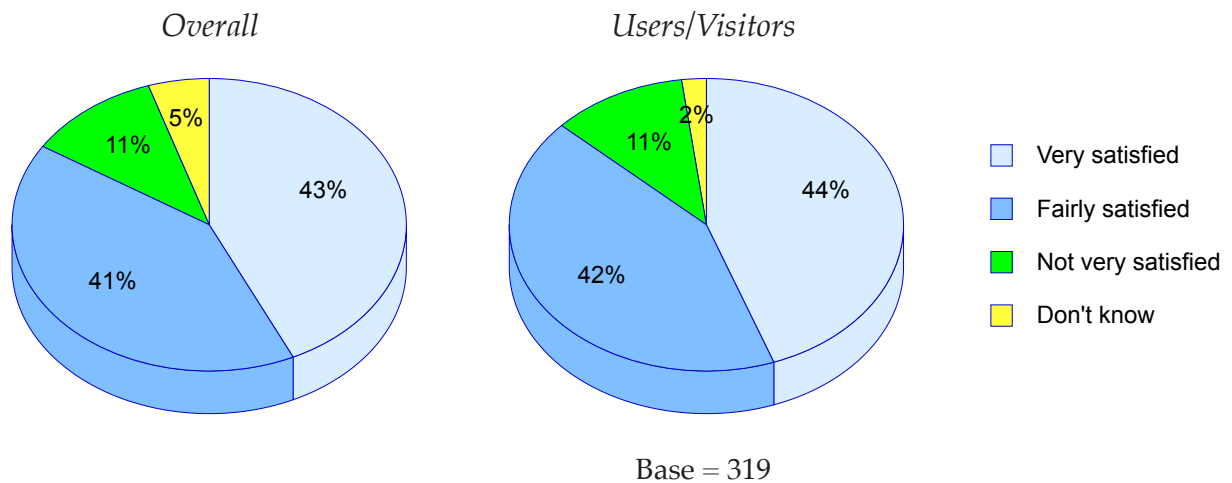
\* 2010 survey not conducted by NRB

#### Recommended Satisfaction Measures For Reporting Purposes:

Total District = 84%

Contacted Council = 72%

## vi. Parks, Reserves And Playgrounds



84% of all residents are satisfied with parks, reserves and playgrounds, with 43% being very satisfied (53% in 2017). 11% of residents are not very satisfied with these facilities.

The percent not very satisfied is above the Peer Group Average<sup>†</sup>, slightly above the National Average<sup>†</sup> and similar to the 2017 reading.

84% of households say they have used or visited parks, reserves or playgrounds in the last 12 months, with 86% of these residents being satisfied.

There are no notable differences between socio-economic groups in terms of those residents not very satisfied with parks, reserves and playgrounds.

The main reasons\* given by residents for being not very satisfied with the District's parks, reserves and playgrounds are ...

- poor / need upgrading / better facilities, mentioned by 4% of all residents,
- not well maintained, 3%.

\* multiple responses allowed

<sup>†</sup> Peer Group and National Average ratings are an **average**, as parks and reserves **and** sportsfields and playgrounds were asked separately in the 2016 National Communitrak™ survey

## Satisfaction With Parks, Reserves And Playgrounds

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2018	43	41	84	11	5
2017	53	33	86	9	5
2016	55	34	89	9	2
2015	59	30	89	8	3
2014	60	28	88	8	4
2013	56	36	92	5	3
2012	56	37	93	5	2
2011	53	36	89	8	3
2010**†	45	47	92	6	3
2009	57	35	92	5	3
2008	56	35	91	7	2
2007	56	33	89	8	3
2006	56	36	92	5	3
2005	59	32	91	6	3
2004	48	43	91	6	3
2003	58	33	91	6	3
2002	57	28	85	9	6
2001	61	28	89	9	2
2000	62	27	89	8	3
Users/Visitors†	44	42	86	11	2
<b>Comparison**</b>					
Peer Group (Provincial)	63	28	91	4	5
National Average	58	33	91	5	4

% read across

\* Readings prior to 2007 refer to parks, reserves, sportsfields and playgrounds. In 2007, satisfaction with sportsfields was asked separately (see pages 39 - 41).

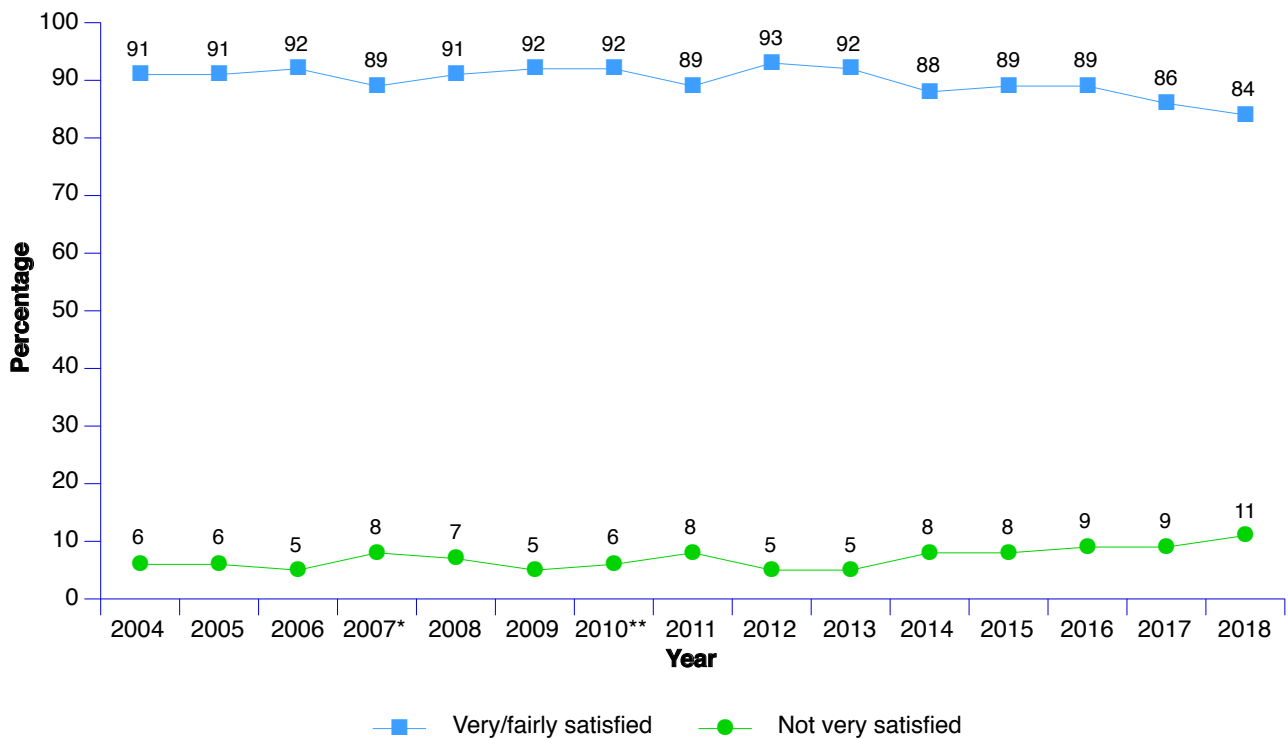
\*\* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

†† Peer Group and National Average ratings are an **average**, as parks and reserves, and sportsfields and playgrounds were asked separately in the 2016 National Communitrak™ survey.



*Parks, Reserves And Playgrounds*



\* Readings prior to 2007 refer to parks, reserves, sportsfields and playgrounds. In 2007, satisfaction with sportsfields was asked separately.

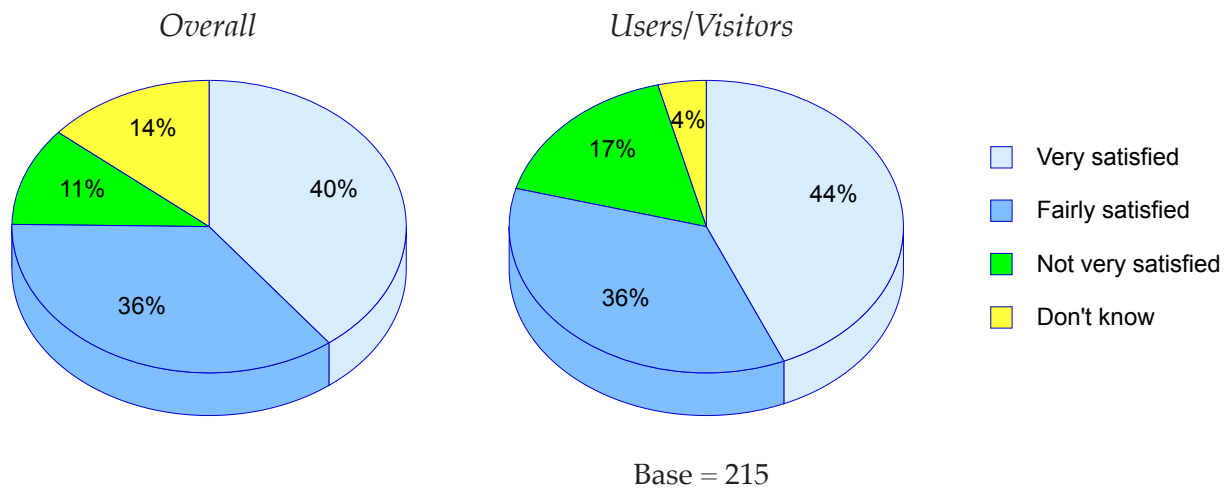
\*\* 2010 survey not conducted by NRB

**Recommended Satisfaction Measures For Reporting Purposes:**

Total District = 84%

Users / Visitors = 86%

## vii. Sportsfields



76% of Rotorua District residents are satisfied with sportsfields (79% in 2017), including 40% who are very satisfied (46% in 2017). 11% are not very satisfied (8% in 2017) and 14% are unable to comment.

The percent not very satisfied is slightly above the Peer Group and National Averages for **sportsfields and playgrounds**.

60% of households say they have used or visited a sportsfield in the last 12 months. Of these, 80% are satisfied and 17% not very satisfied.

Residents with an annual household income of \$45,000 to \$75,000 are more likely to be not very satisfied with sportsfields, than other income groups.

The main reasons\* for being not very satisfied with the District's sportsfields are ...

- sportsfields and facilities need improving / unkempt, mentioned by 7% of all residents,
- improve parking / roading / access, 2%.

\* multiple responses allowed



## Satisfaction With Sportsfields

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2018 <sup>†</sup>	40	36	76	11	14
2017 <sup>†</sup>	46	33	79	8	14
2016	41	41	82	5	13
2015	49	36	85	4	11
2014	50	32	82	5	13
2013	52	36	88	3	9
2012	47	39	86	4	10
2011	41	41	82	4	14
2010**	35	49	84	4	12
2009	46	37	83	4	13
2008	47	39	86	5	9
2007	47	37	84	4	12
Users/Visitors <sup>†</sup>	44	36	80	17	4
<b>Comparison<sup>††</sup></b>					
Peer Group (Provincial) <sup>†</sup>	59	28	87	6	8
National Average	56	32	88	5	7
<b>Household Income<sup>†</sup></b>					
Less than \$45,000 pa	38	35	73	8	20
\$45,000-\$75,000 pa	34	32	66	20	15
More than \$75,000 pa	42	38	80	9	10

% read across

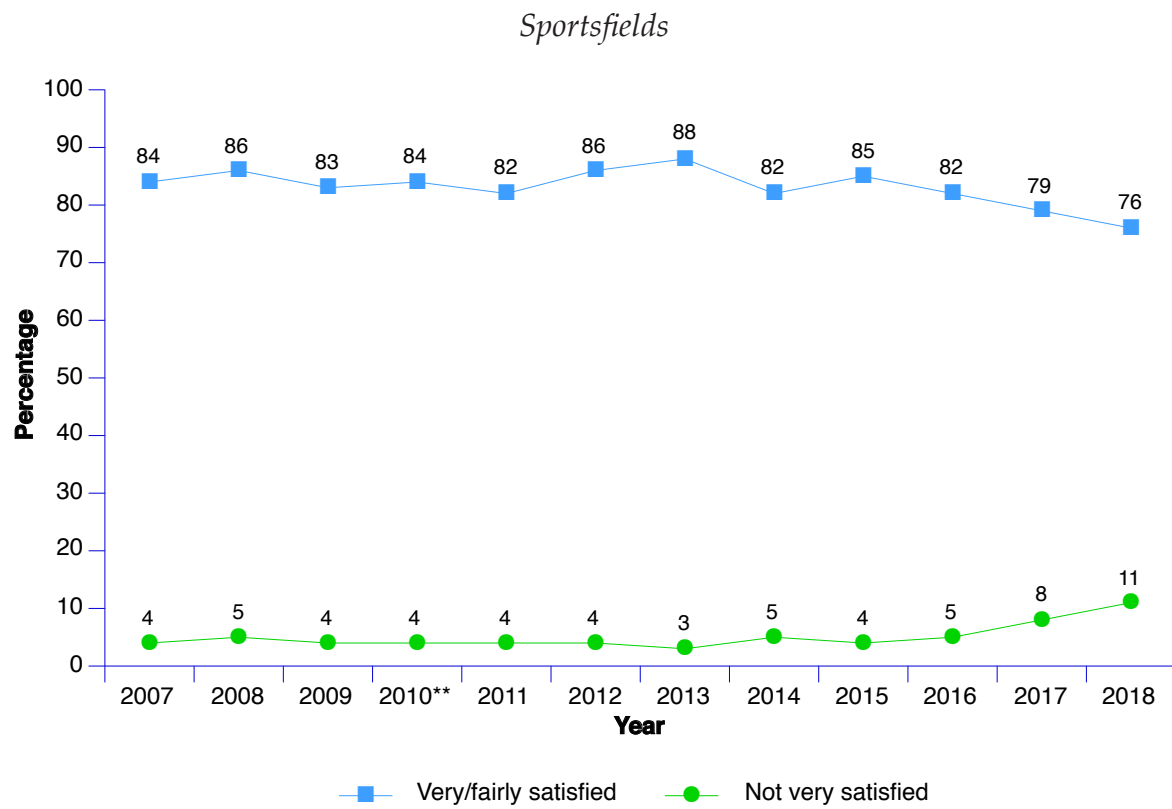
\* prior to 2007, not asked separately

\*\* 2010 survey not conducted by NRB

<sup>†</sup> does not add to 100% due to rounding

<sup>††</sup> Peer Group and National Average ratings refer to sportsfields **and** playgrounds





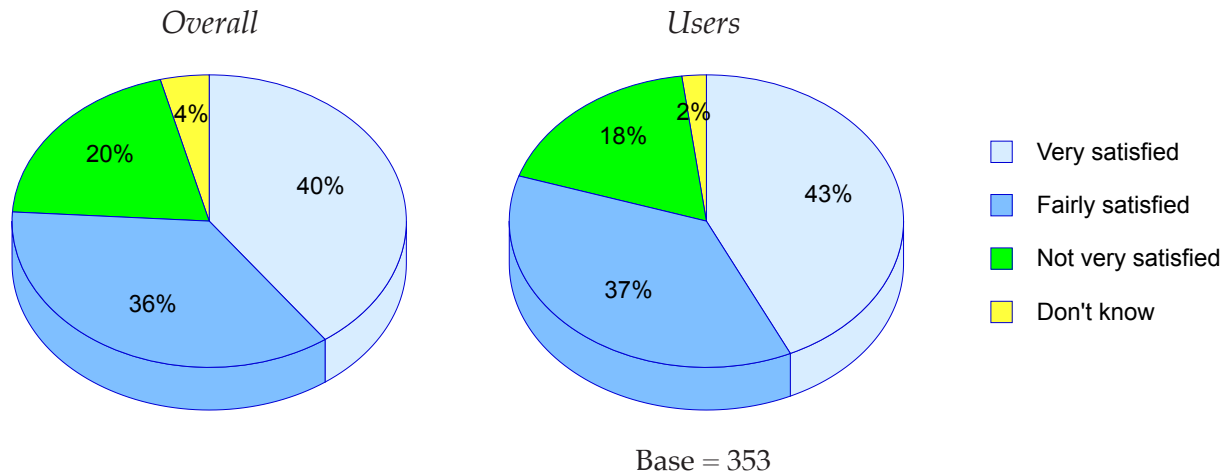
\*\* 2010 survey not conducted by NRB

**Recommended Satisfaction Measures For Reporting Purposes:**

Total District = 76%

Users/Visitors = 80%

### *viii. Recycling Waste Materials*



76% of residents are satisfied with the District's recycling of waste materials (79% in 2017), including 40% who are very satisfied (47% in 2017). 20% are not very satisfied and 4% are unable to comment.

The percent not very satisfied is above the Peer Group Average, slightly above the National Average, but similar to the 2017 reading.

89% of households have used the Council's recycling services in the last year (92% in 2017). Of these, 80% are satisfied and 18% not very satisfied.

Residents more likely to be not very satisfied with recycling waste materials are ...

- longer term residents, those residing in the District more than 10 years,
- ratepayers.

The main reasons\* for being not very satisfied with the District's recycling of waste materials are ...

- no longer recycle plastics / plastic bags, mentioned by 6% of all residents,
- need provision for more recycling / large items / green waste, 4%,
- non-existent recycling service / none here, 3%,
- don't like the changes / new system / can't recycle as much, 3%,
- hassle to drive to town to recycle centres, 3%,
- needs improving / could do more, 3%.

\* multiple responses allowed

## Satisfaction With Recycling Waste Materials

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2018	40	36	76	20	4
2017	47	32	79	19	2
2016	37	32	69	26	5
2015	44	29	73	20	7
2014	44	25	69	24	7
2013	42	26	68	29	3
2012	46	27	73	23	4
2011	31	29	60	33	7
2010**	23	39	62	34	4
2009	29	28	57	41	2
2008	27	23	50	46	4
2007	30	27	57	37	6
2006	28	29	57	33	10
2005	30	30	60	31	9
2004	24	31	55	34	11
2003	31	30	61	28	11
2002	43	25	68	21	11
2001	30	29	59	27	14
Users	43	37	80	18	2
<b>Comparison</b>					
Peer Group (Provincial)	61	21	82	13	5
National Average	53	28	81	14	5
<b>Length of Residence<sup>†</sup></b>					
Lived there 10 years or less	53	34	87	10	2
Lived there more than 10 years	37	37	74	23	4
<b>Ratepayer?</b>					
Ratepayer	38	36	74	22	4
Non-ratepayer	48	37	85	11	4

% read across

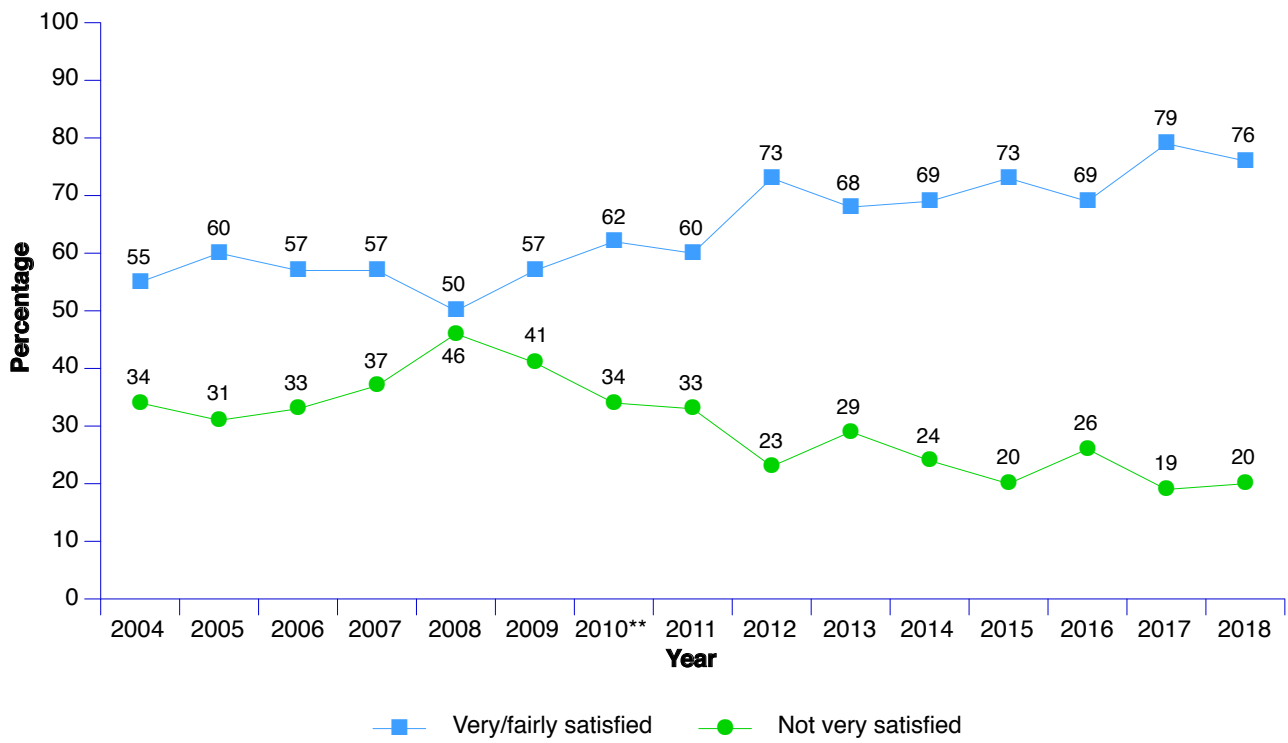
\* not asked in 2000

\*\* 2010 survey not conducted by NRB

† does not add to 100% due to rounding



### *Recycling Waste Materials*

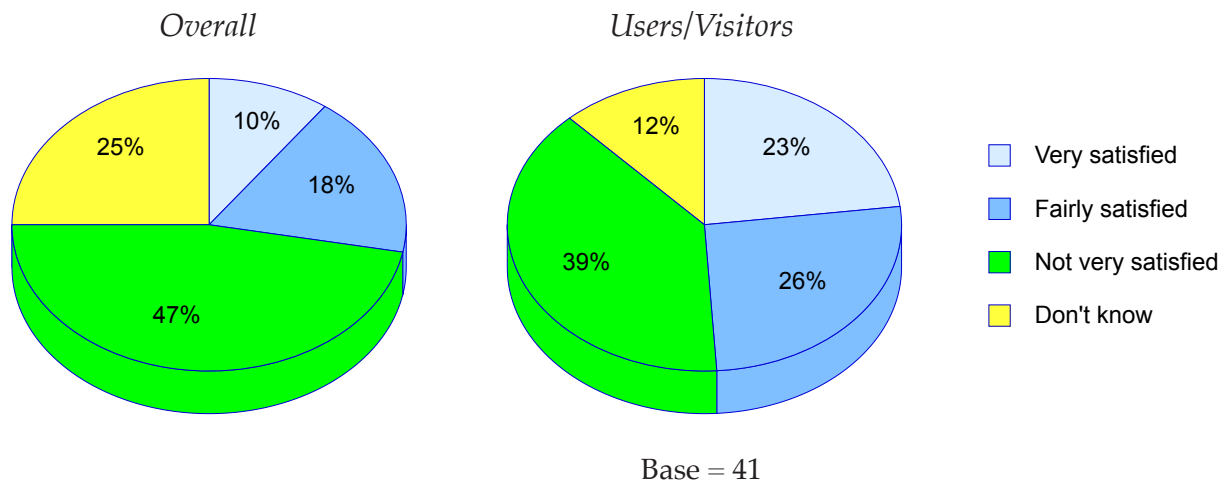


\*\* 2010 survey not conducted by NRB

#### Recommended Satisfaction Measures For Reporting Purposes:

Total District	=	76%
Users	=	80%

### *ix. Art And History Museum*



28% of residents overall are satisfied with the Art and History Museum\*\*, with 47% being very satisfied. 25% are unable to comment.

As the museum is closed no comparison has been made with the Peer Group and National Averages.

11% of households say they have used or visited the Art and History Museum in the last 12 months. 49% of users/visitors are satisfied, while 39% are not very satisfied.

Residents more likely to be not very satisfied are ...

- women,
- residents with an annual household income of \$45,000 or more.

The main reasons\* are not very satisfied with the Art and History Museum are ...

- museum closure/earthquake risk/costing money, mentioned by 42% of all residents,
- lack of information/when it is going to re-open, 5%.

\* multiple responses allowed

NB: no other reason mentioned by more than 2% of all residents

\*\* on 16 November 2016, after the Kaikoura earthquake, the Museum was closed as a precautionary measure



## Satisfaction With Art And History Museum

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2018	10	18	28	47	25
2017**	33	26	59	14	27
2016	58	24	82	1	17
2015	55	25	80	2	18
2014 <sup>†</sup>	58	22	80	1	18
2013	61	21	82	2	16
2012	66	18	84	1	15
2011	51	25	76	1	23
2010*	48	32	80	1	19
2009	56	24	80	2	18
2008	57	22	79	2	19
2007	56	23	79	1	20
2006	57	25	82	2	16
2005	53	25	78	1	21
2004	49	22	71	2	27
2003	52	23	75	1	24
2002	56	21	75	2	21
2001	57	18	75	5	20
2000	43	25	78	4	28
Users/Visitors	23	26	49	39	12
<b>Gender</b>					
Male	10	22	32	41	27
Female	10	15	25	53	22
<b>Household Income</b>					
Less than \$45,000 pa	14	20	34	37	29
\$45,000-\$75,000 pa	10	19	29	50	21
More than \$75,000 pa	8	18	26	49	25

% read across

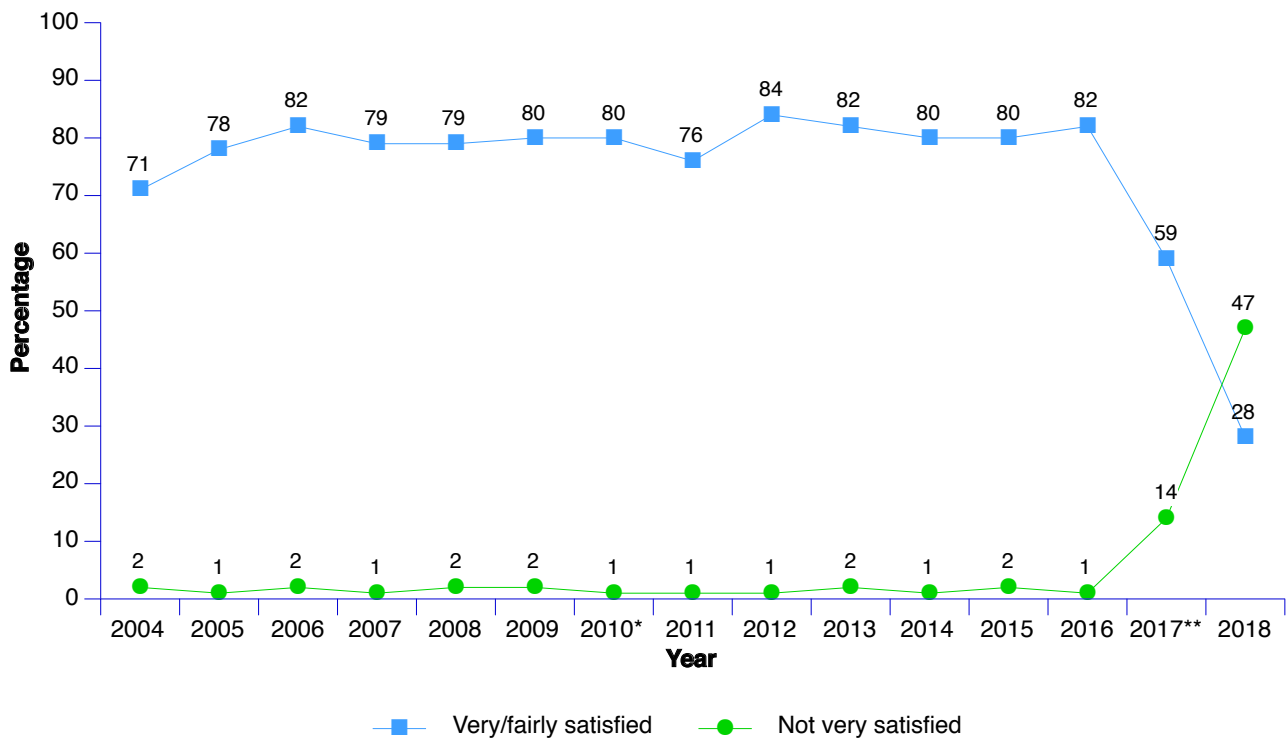
\* 2010 survey not conducted by NRB

\*\* on 16 November 2016, after the Kaikoura earthquake, the Museum was closed as a precautionary measure

<sup>†</sup> does not add to 100% due to rounding



### Art And History Museum



\* 2010 survey not conducted by NRB

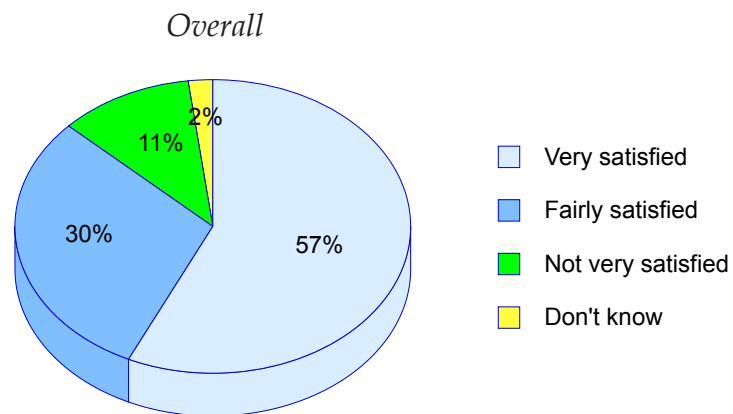
\*\* on 16 November 2016, after the Kaikoura earthquake, the Museum was closed as a precautionary measure

#### Recommended Satisfaction Measures For Reporting Purposes:

Total District = 28%

Users / Visitors = 49%

### *x. Beautification And Landscaping Of The District*



87% of Rotorua District residents are satisfied with the beautification and landscaping of the District (91% in 2017), including 57% who are very satisfied (64% in 2017).

The percent not very satisfied, 11%, is similar to the Peer Group Average and the 2017 reading, and on par with the National Average.

There are no notable differences between socio-economic groups in terms of those residents not very satisfied with beautification and landscaping.

The main reasons\* for being not very satisfied with the District's beautification and landscaping are ...

- could be better / not attractive / more to be done, mentioned by 4% of all residents,
- too much money being spent / should be spent elsewhere, 2%,
- more maintenance / cleaning needed, 2%.

\* multiple responses allowed

### Satisfaction With Beautification And Landscaping Of The District

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2018	57	30	87	11	2
2017 <sup>†</sup>	64	27	91	9	1
2016	62	30	92	7	1
2015	72	26	98	2	-
2014	69	26	95	4	1
2013	75	21	96	4	-
2012	68	29	97	2	1
2011	71	24	95	4	1
2010*	61	35	96	3	1
2009	64	32	96	3	1
2008	66	27	93	5	2
2007	71	23	94	3	3
2006	68	29	97	3	-
2005	67	25	92	7	1
2004	69	26	95	3	2
2003	75	21	96	3	1
2002	76	20	96	3	1
2001	73	19	92	6	2
2000	76	18	94	5	1
<b>Comparison</b>					
Peer Group (Provincial)	50	36	86	12	2
National Average	38	44	82	15	3

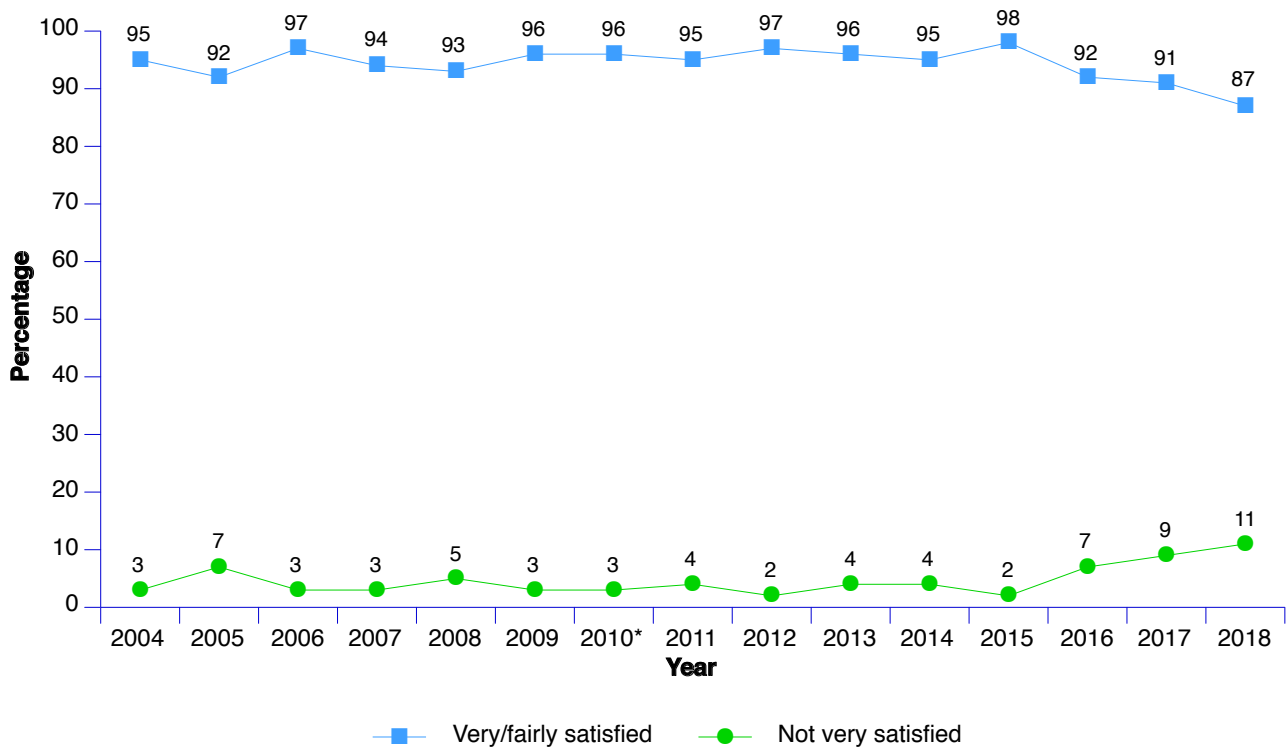
% read across

\* 2010 survey not conducted by NRB

<sup>†</sup> does not add to 100% due to rounding



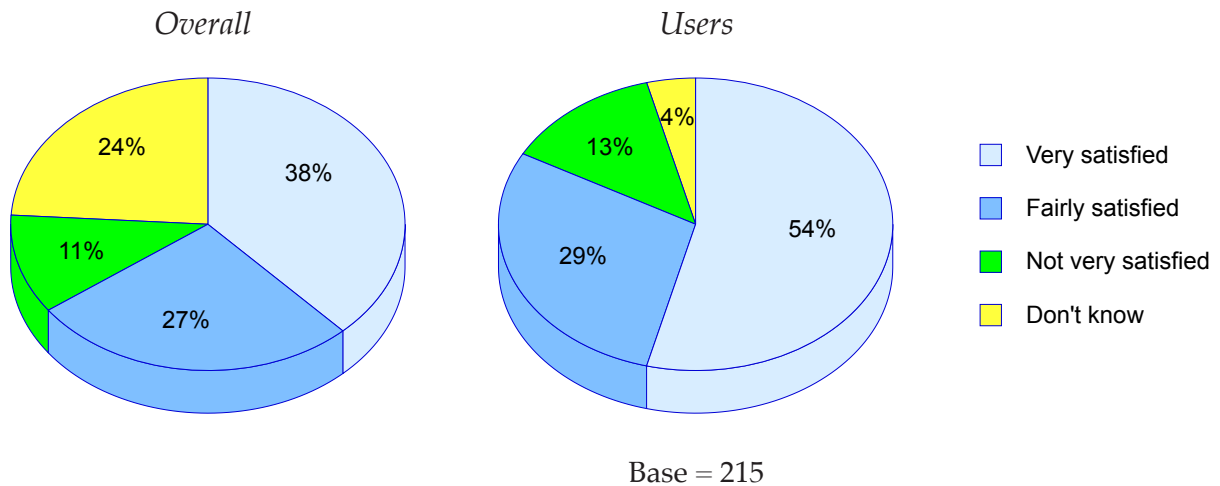
*Beautification And Landscaping Of The District*



\* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:  
Total District = 87%

## *xi. Library Service*



Overall, 65% of residents are satisfied with the library service (71% in 2017), with 38% being very satisfied (51% in 2017), while 24% are unable to comment.

The percent not very satisfied (11%) is above the Peer Group and National Averages and 5% above the 2017 reading.

56% of households have used a District Library in the last 12 months (63% in 2017) and, of these, 83% are satisfied, with 13% not very satisfied.

There are no notable differences between socio-economic groups, in terms of those residents not very satisfied with the library service. However, it appears that women are slightly more likely to feel this way, than men.

The main reasons\* for being not very satisfied with the District's libraries are ...

- don't like new library / old library better, mentioned by 5% of all residents,
- needs improving / better range of books / opening hours, 3%.

\* multiple responses allowed



## Satisfaction With Library Service

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2018	38	27	65	11	24
2017	51	20	71	6	23
2016	45	28	73	7	20
2015 <sup>†</sup>	66	18	84	1	16
2014 <sup>†</sup>	62	19	81	1	17
2013 <sup>†</sup>	69	16	85	1	15
2012	66	21	87	2	11
2011	68	14	82	1	17
2010*	51	32	83	3	14
2009	68	17	85	2	13
2008	68	18	86	1	13
2007	66	19	85	2	13
2006	65	19	84	4	12
2005	66	19	85	3	12
2004	69	19	88	3	9
2003	68	20	88	5	7
2002	68	16	84	4	12
2001	73	15	88	2	10
2000	68	19	87	2	11
Users	54	29	83	13	4
<b>Comparison</b>					
Peer Group (Provincial)	69	17	86	1	13
National Average	69	17	86	3	11
<b>Gender</b>					
Male	35	29	64	7	29
Female <sup>†</sup>	42	25	67	14	20

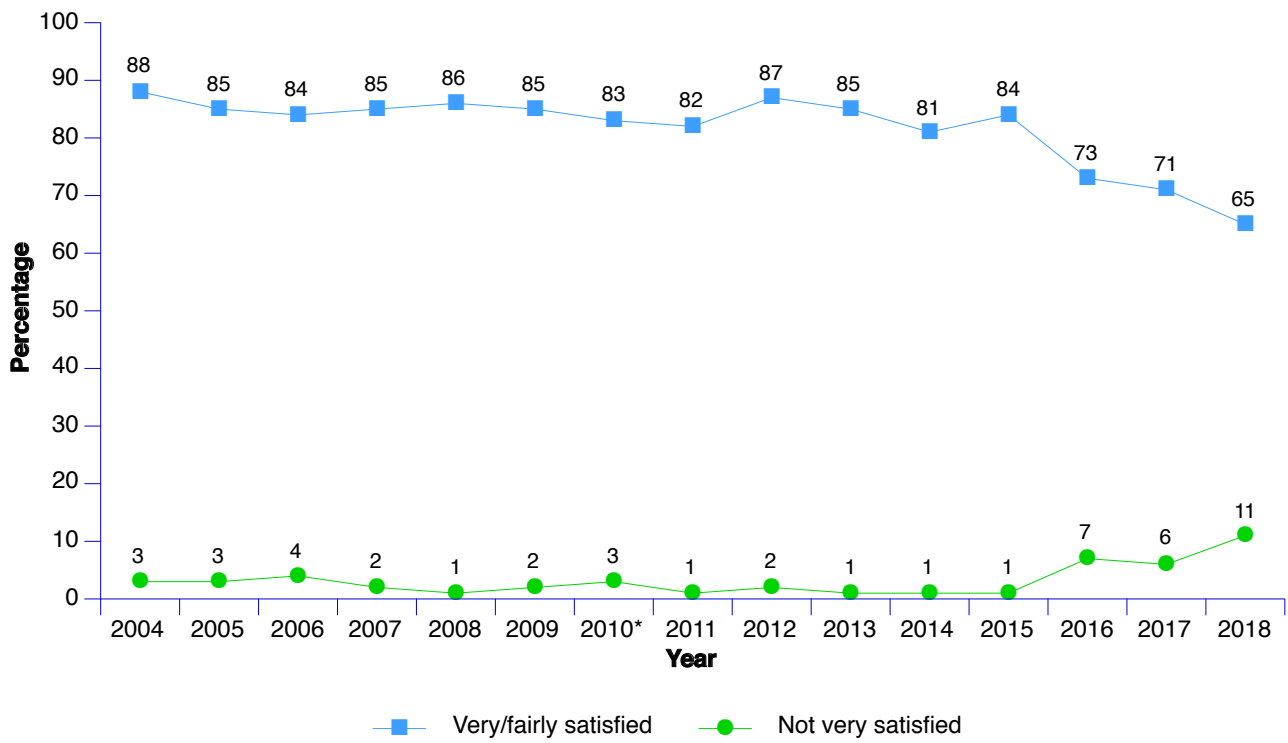
% read across

\* 2010 survey not conducted by NRB

<sup>†</sup> does not add to 100% due to rounding



### *Library Service*

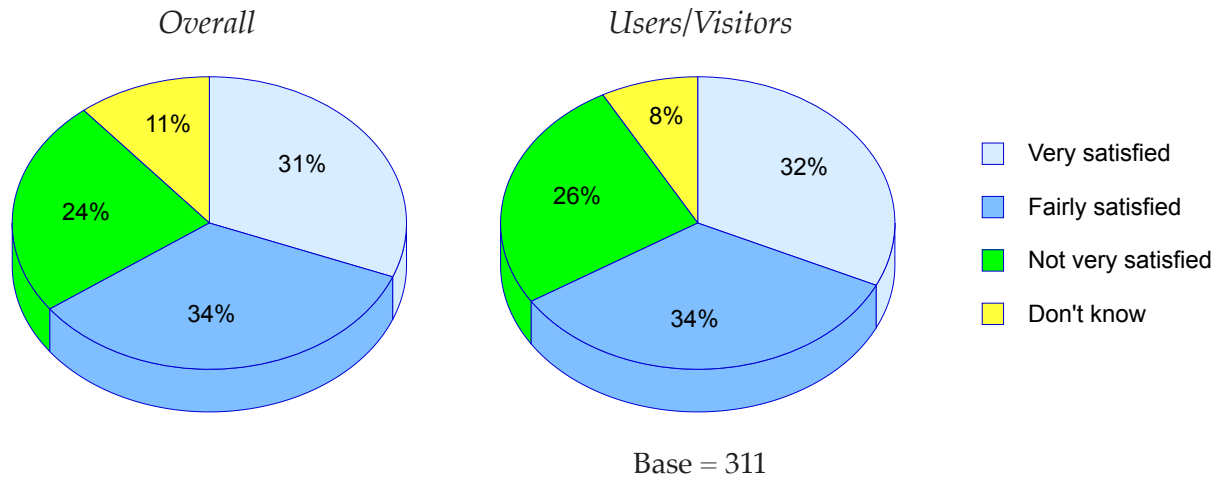


\* 2010 survey not conducted by NRB

#### Recommended Satisfaction Measures For Reporting Purposes:

Total District	=	65%
Users	=	83%

## *xii. Event Promotion*



65% of residents overall are satisfied with the event promotion (84% in 2017), including 31% who are very satisfied (44% in 2017), while 24% are not very satisfied.

There are no comparative Peer Group and National Averages for this reading, however, the not very satisfied reading is 14% above last year's result.

80% of households have used or visited an event venue (ie, Events Centre, Convention Centre, International Stadium, Soundshell, Civic Theatre, Tearooms and Sportsdrome) in the last 12 months. Of these, 66% are satisfied (87% in 2017) and 26% not very satisfied (9% in 2017).

Residents more likely to be not very satisfied are ...

- residents aged 45 to 64 years,
- longer term residents, those residing in the District more than 10 years.

The main reasons\* for being not very satisfied are ...

- could do more promotion/better advertising/earlier advertising, mentioned by 10% of all residents,
- Mudtopia Festival/waste of money, 7%,
- too much/shouldn't be at expense of ratepayers, 5%,
- need better events/encourage more events/more venues, 5%.

\* multiple responses allowed

NB: no other reason mentioned by more than 3% of all residents

## Satisfaction With Event Promotion

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2018	31	34	65	24	11
2017	44	40	84	10	6
2016	38	40	78	12	10
2015	44	37	81	13	6
2014	44	41	85	9	6
2013	45	40	85	9	6
2012 <sup>††</sup>	42	44	86	8	6
2011	45	38	83	10	7
2010 <sup>**</sup>	39	46	85	8	7
2009	53	30	83	9	8
2008	55	30	85	8	7
2007	55	32	87	6	7
Users/Visitors	32	34	66	26	8
<b>Age</b>					
18-44 years	35	36	71	20	9
45-64 years <sup>†</sup>	26	30	56	36	9
65+ years <sup>†</sup>	34	37	71	13	17
<b>Length of Residence</b>					
Lived there 10 years or less	39	31	70	15	15
Lived there more than 10 years <sup>†</sup>	30	34	64	26	9

% read across

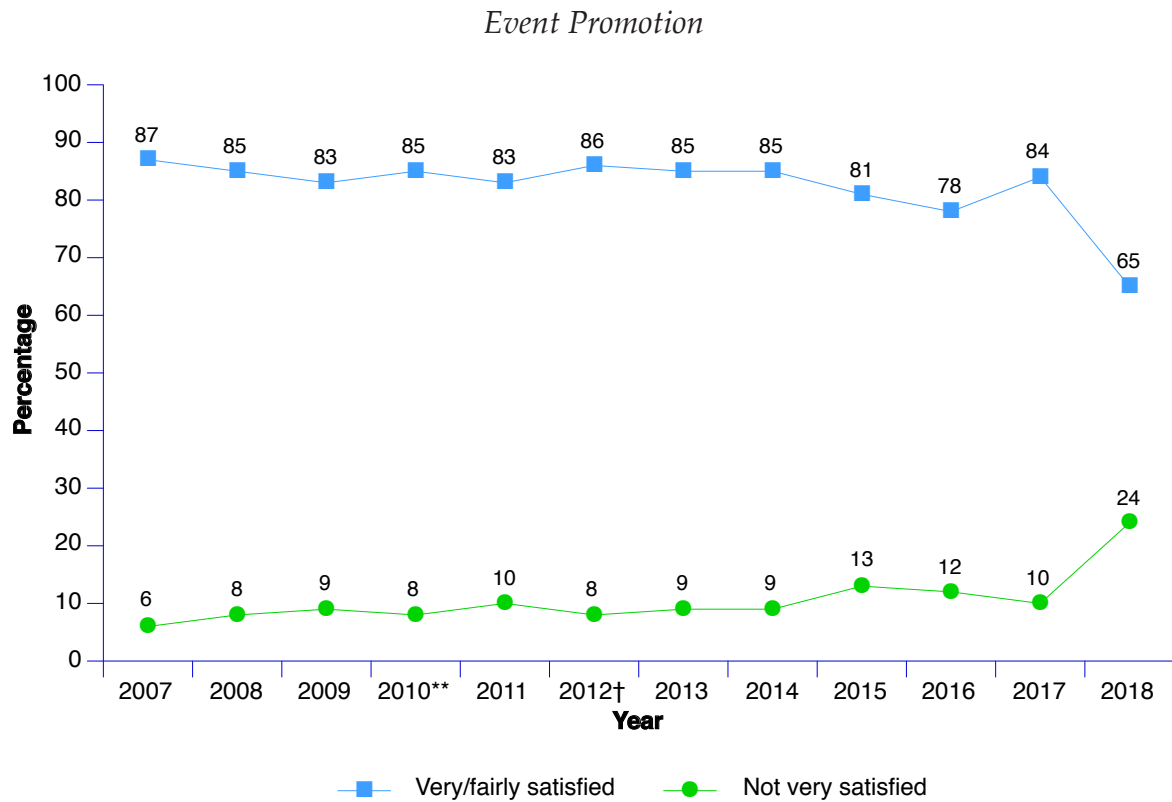
\* not asked prior to 2007

\*\* 2010 survey not conducted by NRB

<sup>†</sup> does not add to 100% due to rounding

<sup>††</sup> readings prior to 2012 refer to ratings for event **and** tourism promotion of Rotorua





† readings prior to 2012 refer to ratings for event **and** tourism promotion of Rotorua

\*\* 2010 survey not conducted by NRB

**Recommended Satisfaction Measures For Reporting Purposes:**

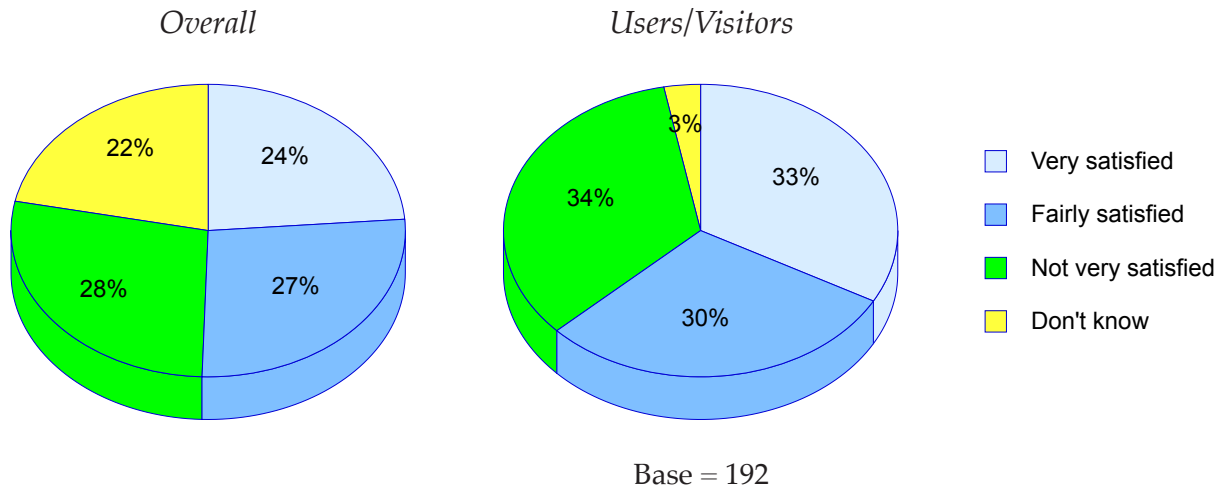
Total District = 65%

Users/Visitors = 66%





### *xiii. Rotorua Aquatic Centre*



51% of all residents are satisfied with the Rotorua Aquatic Centre (64% in 2017). 28% are not very satisfied and 22% are unable to comment.

The percent not very satisfied with the Aquatic Centre is above the Peer Group and National Averages and 14% above the 2017 reading.

57% of households have used or visited the Rotorua Aquatic Centre in the last 12 months (52% in 2017). Of these "users / visitors", 63% are satisfied (73% in 2017) and 34% are not very satisfied (22% in 2017).

Residents more likely to be not very satisfied are ...

- women,
- residents aged 18 to 44 years,
- residents who live in a three or more person household,
- residents with an annual household income of \$45,000 or more, in particular, those with an annual household income of more than \$75,000,
- longer term residents, those residing in the District more than 10 years.

The main reasons\* for being not very satisfied with the Aquatic Centre are ...

- needs an upgrade / facilities need improving, mentioned by 17% of all residents,
- need more recreational facilities / hydrosides / fun things, 5%,
- change in management, 4%.

\* multiple responses allowed

NB: no other reason is mentioned by more than 2% of all residents

### Satisfaction With Rotorua Aquatic Centre

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2018 <sup>†</sup>	24	27	51	28	22
2017	31	33	64	14	22
2016	36	34	70	12	18
2015	31	38	69	12	19
2014	39	30	69	12	19
2013 <sup>†</sup>	39	34	73	7	19
2012	38	34	72	11	17
2011	41	33	74	10	16
2010*	34	41	75	7	18
2009	50	30	80	7	13
2008	51	30	81	6	13
2007	47	29	76	7	17
2006	54	27	81	7	12
2005	55	22	77	7	16
2004	50	28	78	6	16
2003	44	28	72	9	19
2002	37	32	69	10	21
2001	47	28	75	6	19
2000	43	26	69	10	21
Users/Visitors	33	30	63	34	3
<b>Comparison*</b>					
Peer Group (Provincial)	43	28	71	9	20
National Average	38	30	68	8	24
<b>Gender</b>					
Male	24	28	52	22	26
Female	24	26	50	33	17

continued ...

### Satisfaction With Rotorua Aquatic Centre (continued)

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Age</b>					
18-44 years <sup>†</sup>	21	28	49	39	13
45-64 years <sup>†</sup>	28	27	55	21	25
65+ years	27	22	49	13	38
<b>Household Size</b>					
1-2 person household <sup>†</sup>	30	22	52	15	34
3+ person household	20	30	50	38	12
<b>Household Income</b>					
Less than \$45,000 pa	34	27	61	12	27
\$45,000-\$75,000 pa	22	27	49	26	25
More than \$75,000	19	27	46	37	17
<b>Length of Residence</b>					
Lived there 10 years or less	26	28	54	19	27
Lived there more than 10 years	24	26	50	30	20

% read across

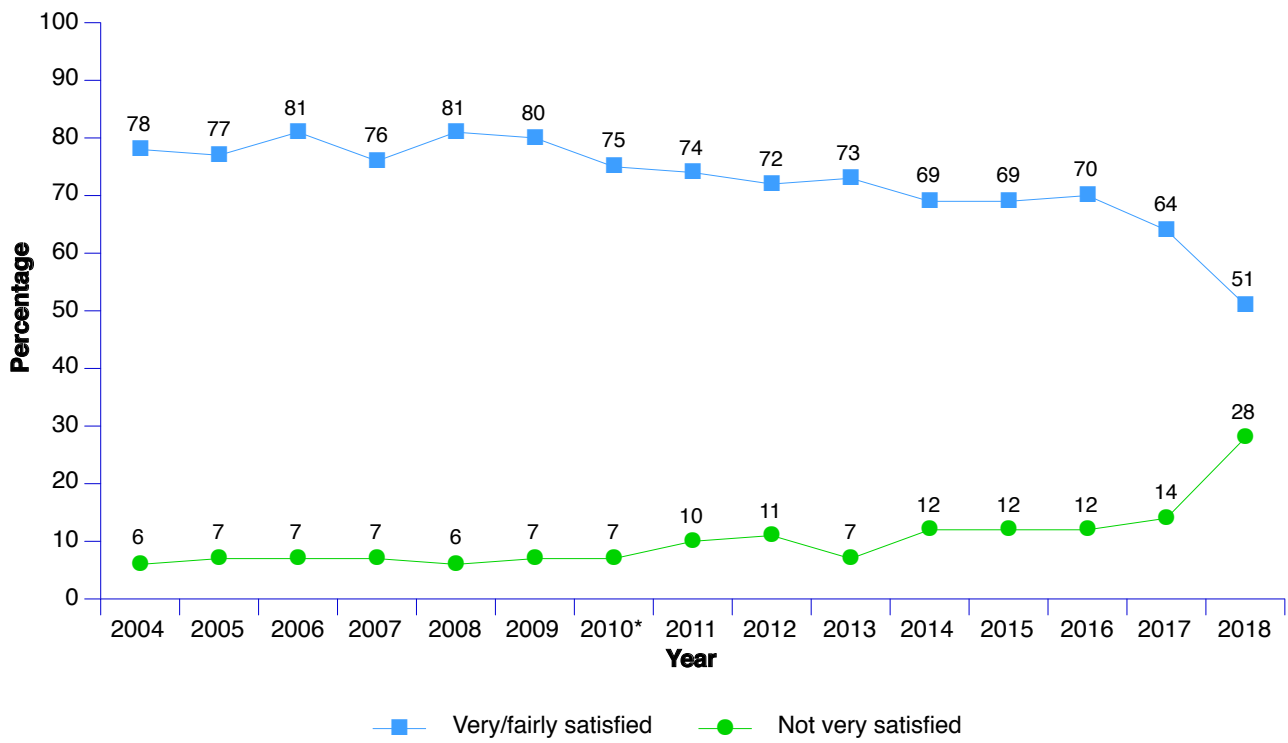
\* Peer Group and National Averages are based on ratings of public swimming pools

\* 2010 survey not conducted by NRB

<sup>†</sup> does not add to 100% due to rounding



### *Rotorua Aquatic Centre*

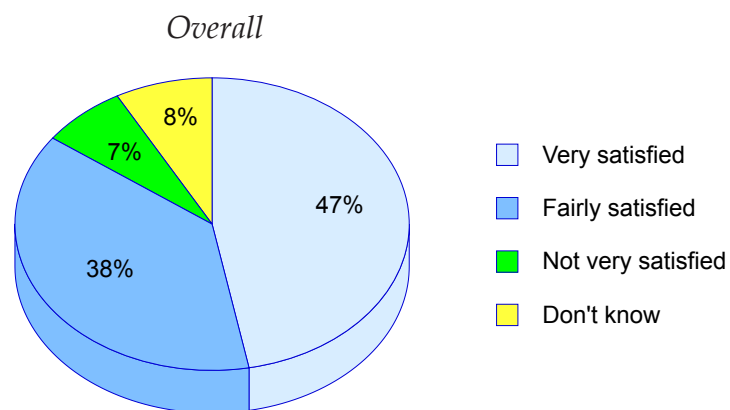


\* 2010 survey not conducted by NRB

#### Recommended Satisfaction Measures For Reporting Purposes:

Total District	=	51%
Users/Visitors	=	63%

#### *xiv. Promotion Of Rotorua As A Destination To Visit*



85% of residents overall are satisfied with the promotion of Rotorua as a destination to visit (92% in 2017), including 47% who are very satisfied (57% in 2017), while 8% are unable to comment (4% in 2017).

The percent not very satisfied (7%) is below the Peer Group Average and National Average readings for **tourism promotion**.

There are no notable differences between socio-economic groups, in terms of those residents not very satisfied with the promotion of Rotorua as a destination to visit.

The main reasons\* for being not very satisfied are ...

- not promoted enough / need more / better promotion, mentioned by 3% of all residents,
- not Council function, 2%.

\* multiple responses allowed

### Satisfaction With The Promotion Of Rotorua As A Destination To Visit

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2018	47	38	85	7	8
2017	57	35	92	4	4
2016	52	39	91	5	4
2015 <sup>†</sup>	53	32	85	5	9
2014 <sup>†</sup>	53	32	85	6	8
2013 <sup>†</sup>	47	40	87	6	8
2012	49	40	89	6	6
<b>Comparison**</b>					
Peer Group (Provincial)	40	38	78	14	8
National Average	28	38	66	16	18

% read across

\* not asked prior to 2012 (previously asked satisfaction re: event and tourism promotion of Rotorua see pages 54-56)

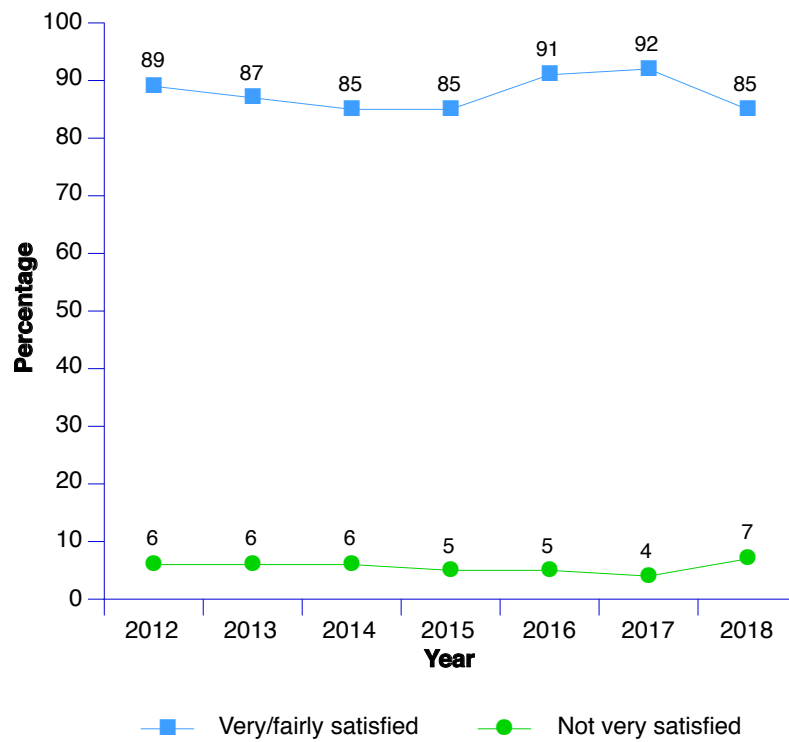
\*\* Peer Group and National Average readings refer to ratings for tourism promotion

<sup>†</sup> does not add to 100% due to rounding





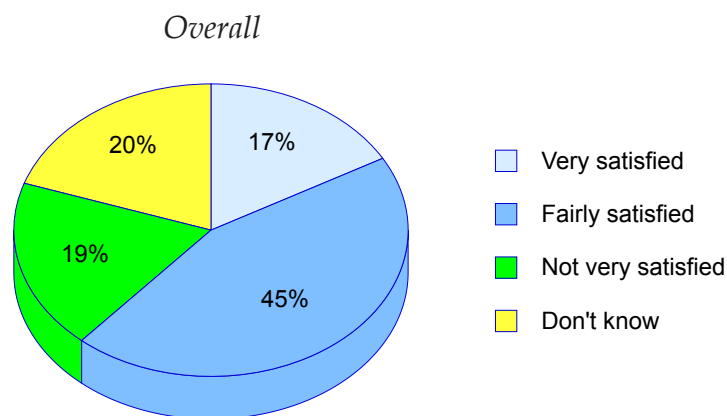
*Promotion Of Rotorua As A Destination To Visit*



\* not asked prior to 2012 (previously asked satisfaction re: event and tourism promotion of Rotorua)

Recommended Satisfaction Measures For Reporting Purposes:  
Total District = 85%

### *xv. Promotion Of Rotorua As A Destination To Live, Work And Invest*



62% of residents are satisfied with the promotion of Rotorua as a destination to live, work and invest (70% in 2017), with 19% being not very satisfied (11% in 2017). 20% are unable to comment.

The percent not very satisfied is below the Peer Group Average and slightly below the National Average readings for the **promotion of job opportunities**.

There are no notable differences between socio-economic groups, in terms of those residents not very satisfied with the promotion of Rotorua as a destination to live, work and invest. However, it appears that men are slightly more likely, than women, to feel this way.

The main reasons\* for being not very satisfied are ...

- housing issues, mentioned by 5% of all residents,
- not promoted enough/ could do more/ more advertising, 4%,
- not enough work/ locals not employed, 4%,
- not happening/ never seen anything/ no promotions/ advertising, 3%.

\* multiple responses allowed

## Satisfaction With Promotion Of Rotorua As A Destination To Live, Work And Invest

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2018 <sup>†</sup>	17	45	<b>62</b>	19	20
2017	27	43	<b>70</b>	11	19
2016	23	45	<b>68</b>	18	14
2015	17	42	<b>59</b>	20	21
2014 <sup>†</sup>	16	41	<b>57</b>	23	19
2013	19	44	<b>63</b>	18	19
2012 <sup>††</sup>	18	49	<b>67</b>	16	17
2011	6	36	<b>42</b>	19	39
2010 <sup>**</sup>	8	41	<b>49</b>	13	38
2009	9	32	<b>41</b>	15	44
2008	12	41	<b>53</b>	11	36
2007	18	36	<b>54</b>	6	40
2006	13	42	<b>55</b>	11	34
2005	15	38	<b>53</b>	6	41
2004	12	34	<b>46</b>	10	44
2003	14	30	<b>44</b>	9	47
2002	11	32	<b>43</b>	13	44
2001	10	30	<b>40</b>	16	44
<b>Comparison<sup>††</sup></b>					
Peer Group (Provincial) <sup>†</sup>	9	32	<b>41</b>	26	34
National Average	7	32	<b>39</b>	24	37
<b>Gender</b>					
Male	13	46	<b>59</b>	22	19
Female	20	44	<b>64</b>	16	20

% read across

\* not asked in 2000

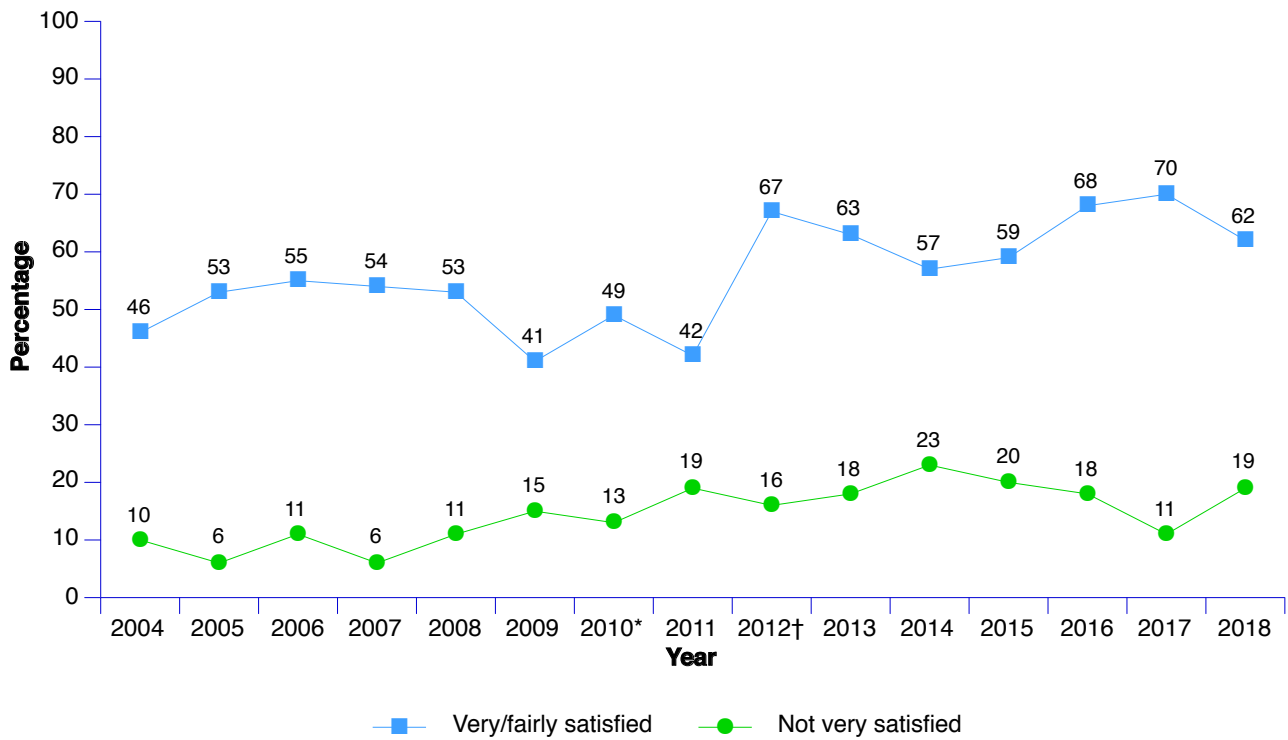
\*\* 2010 survey not conducted by NRB

<sup>†</sup> does not add to 100% due to rounding

<sup>††</sup> readings prior to 2012 and Peer Group and National Averages refer to satisfaction with the promotion of job opportunities



*Promotion Of Rotorua As A Destination To Live, Work And Invest*

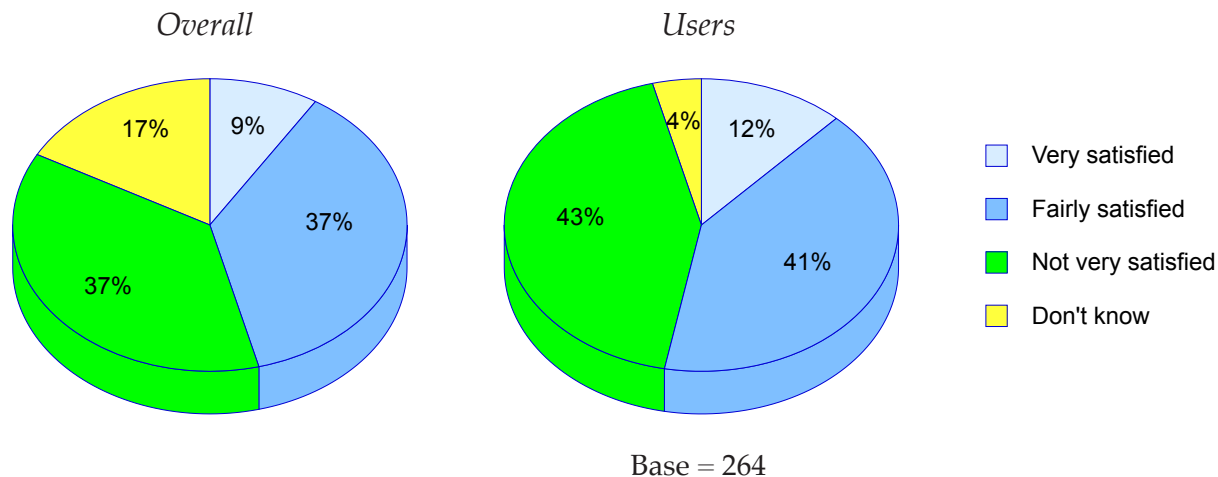


\* 2010 survey not conducted by NRB

† readings prior to 2012 refer to satisfaction with the promotion of job opportunities

Recommended Satisfaction Measures For Reporting Purposes:  
Total District = 62%

## *xvi. Public Toilets*



46% of Rotorua District residents are satisfied with the District's public toilets, while 37% are not very satisfied and 17% are unable to comment (20% in 2017).

The percent not very satisfied with public toilets is above the Peer Group and National Averages and similar to the 2017 reading.

69% of households have used a public toilet in the last 12 months. Of these "users", 53% are satisfied and 43% not very satisfied.

Residents more likely to be not very satisfied with the District's public toilets are ...

- women,
- residents aged 18 to 44 years,
- NZ Māori residents,
- residents who live in a three or more person household.

The main reasons\* for being not very satisfied with the District's public toilets are ...

- dirty / smelly / disgusting / gross / need cleaning more often, mentioned by 17% of all residents,
- old / rundown / poor condition / need maintenance / upgrading, 15%,
- not enough toilets / need more, 14%.

\* multiple responses allowed

NB: no other reason mentioned by more than 3% of all residents

## Satisfaction With Public Toilets

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>						
Total District	2018	9	37	46	37	17
	2017 <sup>†</sup>	10	36	46	35	20
	2016	11	42	53	29	18
	2015	13	43	56	28	16
	2014 <sup>†</sup>	18	40	58	21	22
	2013	12	44	56	31	13
	2012	13	43	56	27	17
	2011	14	48	62	20	18
	2010 <sup>**†</sup>	8	46	54	26	19
	2009	11	39	50	35	15
	2008	11	40	51	33	16
	2007	14	44	58	29	13
	2006	10	44	54	32	14
Users		12	41	53	43	4
<b>Comparison</b>						
Peer Group (Provincial)		32	37	69	19	12
National Average		26	41	67	17	16
<b>Gender</b>						
Male		12	43	55	31	14
Female		7	32	39	41	20
<b>Age</b>						
18-44 years		9	35	44	44	12
45-64 years <sup>†</sup>		10	39	49	31	21
65+ years		9	40	49	28	23
<b>Ethnicity</b>						
NZ European		8	36	44	33	23
NZ Māori		9	37	46	47	7
<b>Household Size</b>						
1-2 person household		13	38	51	28	21
3+ person household		7	36	43	43	14

% read across

\* not asked prior to 2006

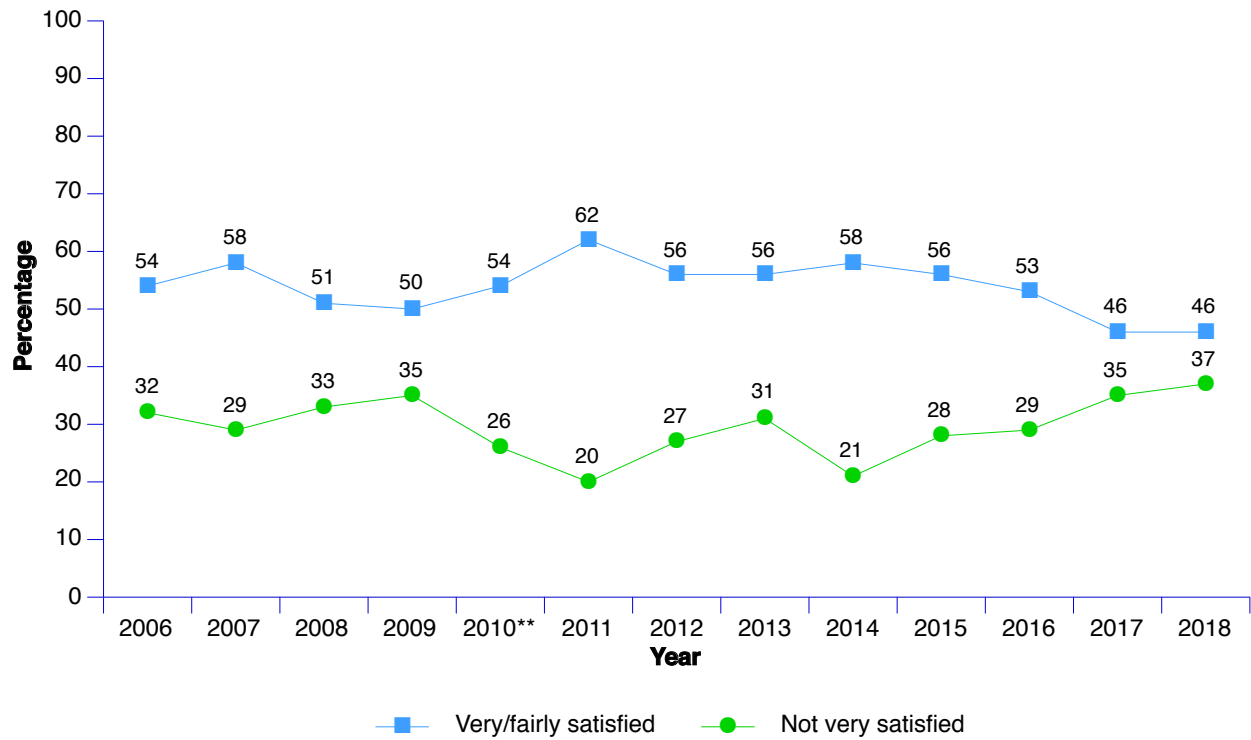
\*\* 2010 survey not conducted by NRB

<sup>†</sup> does not add to 100% due to rounding





*Public Toilets*

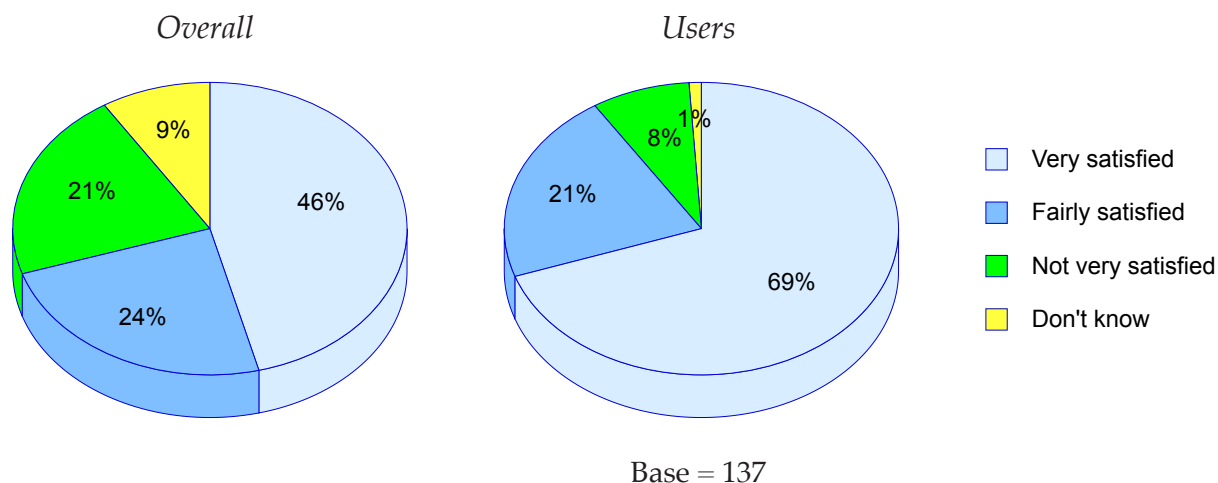


\*\* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District	=	46%
Users	=	53%

### *xvii. Cycling Facilities In The District*



70% of residents are satisfied with the cycling facilities in the District, including 46% who are very satisfied (50% in 2017). 21% are not very satisfied and 9% are unable to comment.

There are no comparative Peer Group and National Averages for this facility, however, the not very satisfied reading is on par with the 2017 result.

42% of households have used cycling facilities in the last 12 months (45% in 2017). Of these, 90% are satisfied and 8% not very satisfied.

There are no notable differences between socio-economic groups, in terms of those residents not very satisfied with cycling facilities in the District. However, it appears that men are slightly more likely to feel this way, than women.

The main reasons\* for being not very satisfied with cycling facilities in the District are ...

- not utilised, mentioned by 9% of all residents,
- waste of money / money spent, 7%,
- not enough cycling facilities / cycle lanes / need more, 5%.

\* multiple responses allowed

NB: no other reason mentioned by more than 3% of all residents

### Satisfaction With Cycling Facilities In The District

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2018	46	24	<b>70</b>	21	9
2017	50	22	<b>72</b>	17	11
2016 <sup>†</sup>	51	28	<b>79</b>	16	6
2015 <sup>†</sup>	63	26	<b>89</b>	5	7
2014	64	20	<b>84</b>	6	10
2013	57	23	<b>80</b>	10	10
2012	51	31	<b>82</b>	7	11
2011 <sup>†</sup>	36	28	<b>64</b>	14	21
2010**	26	34	<b>60</b>	19	21
Users <sup>†</sup>	69	21	<b>90</b>	8	1
<b>Gender</b>					
Male <sup>†</sup>	13	46	<b>58</b>	22	19
Female	20	44	<b>64</b>	16	20

% read across

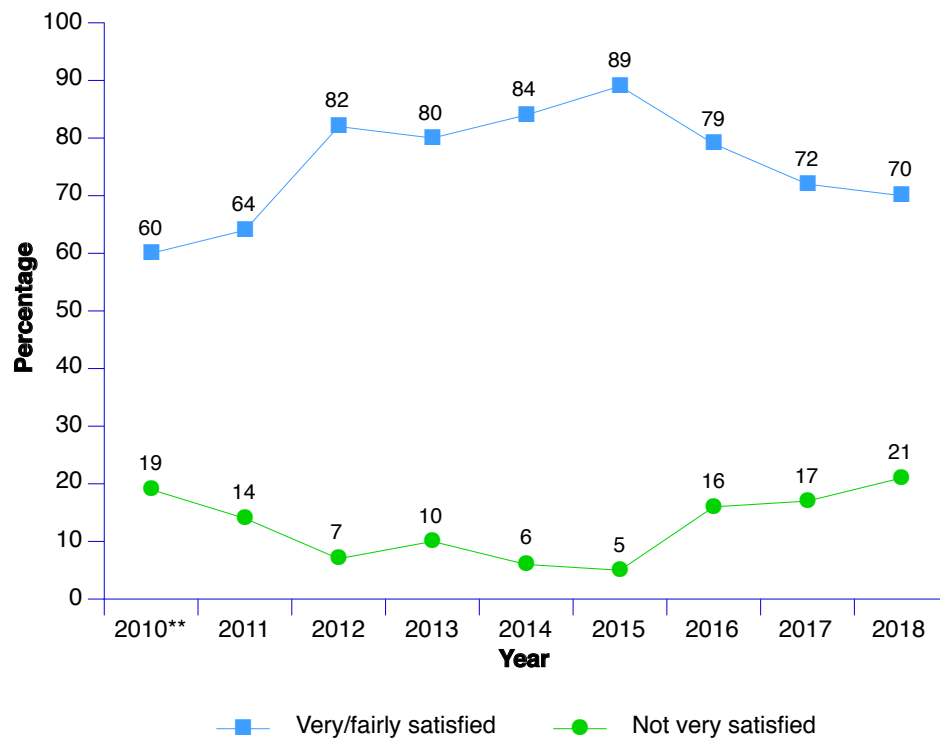
\* not asked prior to 2010

\*\* 2010 survey not conducted by NRB

<sup>†</sup> does not add to 100% due to rounding



*Cycling Facilities In The District*

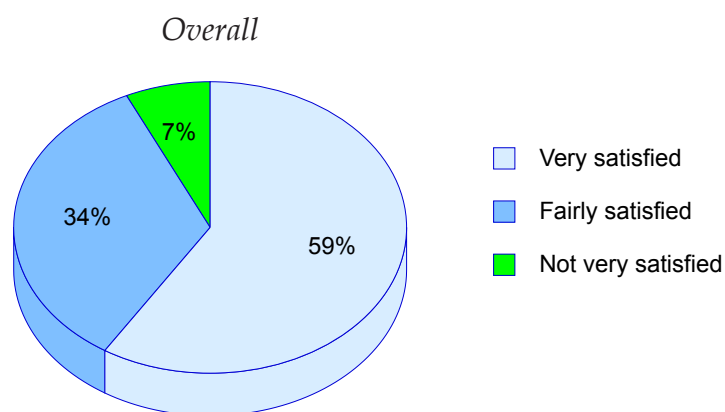


\*\* 2010 survey not conducted by NRB

**Recommended Satisfaction Measures For Reporting Purposes:**

Total District	=	70%
Users	=	90%

### *xviii. Appearance And Cleanliness Of The Rotorua City Centre*



93% of all residents are satisfied with the appearance and cleanliness of the Rotorua City Centre, including 59% who are very satisfied (51% in 2017).

The percent not very satisfied (7%) is below the Peer Group and National Averages for **litter control in general** and similar to the 2017 reading.

Non-ratepayers are more likely to be not very satisfied with the appearance and cleanliness of the Rotorua City Centre, than ratepayers.

The main reasons\* for being not very satisfied are ...

- dirty / untidy / rubbish around, mentioned by 2% of all residents,
- empty shops / CBD sad and quiet, 2%.

\* multiple responses allowed

### Satisfaction With Appearance And Cleanliness Of Rotorua City Centre

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2018	59	34	93	7	-
2017	51	42	93	6	1
2016	53	41	94	6	-
2015	59	35	94	6	-
2014	57	36	93	6	1
2013	53	41	94	5	1
2012	60	37	97	2	1
2011 <sup>†</sup>	60	37	97	4	-
2010**	53	43	96	4	-
<b>Comparison<sup>††</sup></b>					
Peer Group (Provincial)	34	44	78	18	4
National Average <sup>†</sup>	36	45	81	16	4
<b>Ratepayer?</b>					
Ratepayer	60	35	95	5	-
Non-ratepayer <sup>†</sup>	56	27	83	16	-

% read across

\* not asked prior to 2010

\*\* 2010 survey not conducted by NRB

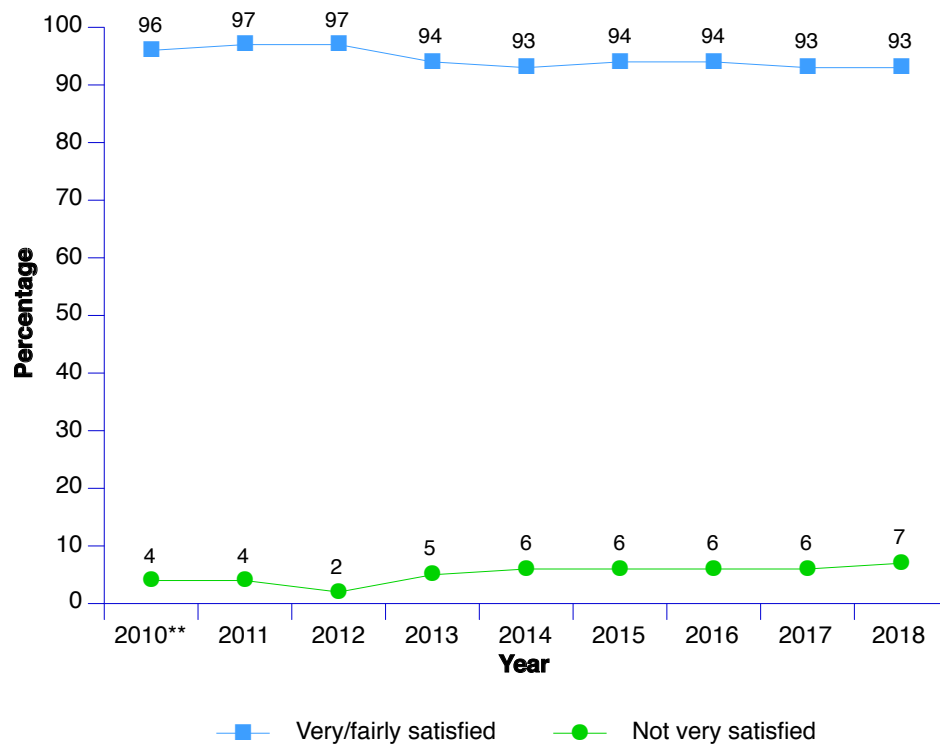
<sup>†</sup> does not add to 100% due to rounding

<sup>††</sup> Peer Group and National Averages are based on ratings for litter control in general





*Appearance And Cleanliness Of Rotorua City Centre*



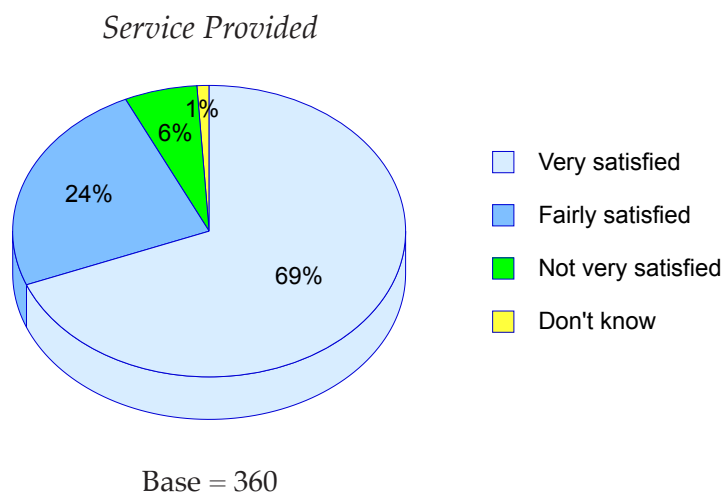
\*\* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:  
Total District = 93%

## B. SATISFACTION WITH RUBBISH COLLECTION - RESIDENTS PROVIDED WITH SERVICE

Residents were asked if, where they live, they are provided with a regular rubbish collection service and, if so, then asked for their level of satisfaction.

### i. Rubbish Collection



90% of residents say Council provides a regular rubbish collection service where they live.

Of these, 93% are satisfied, including 69% who are very satisfied, while 6% are not very satisfied. These readings are similar to the 2017 results.

The percent not very satisfied is slightly below the Peer Group Average and on par with the National Average.

There are no notable differences between socio-economic groups, in terms of those residents<sup>†</sup> not very satisfied.

The main reasons\* for being not very satisfied are ...

- damage to bins, mentioned by 2% of residents who are provided, by Council, with a regular rubbish collection service,
- collection times, 1%,
- collectors could improve, 1%,
- no kerbside service, 1%,
- dislike bins / prefer bags, 1%.

\* multiple responses allowed

<sup>†</sup> residents who say Council provides a regular rubbish collection service where they live, N=360

### Satisfaction With Rubbish Collection

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Residents Provided With A Regular Rubbish Collection</b>					
2018	69	24	<b>93</b>	6	1
2017 <sup>†</sup>	71	23	<b>94</b>	7	-
2016	74	17	<b>91</b>	8	1
2015	75	20	<b>95</b>	4	1
2014	76	15	<b>91</b>	7	2
2013	78	16	<b>94</b>	6	-
2012	79	16	<b>95</b>	4	1
2011	71	23	<b>94</b>	4	2
2010 <sup>**</sup>	68	25	<b>93</b>	6	2
2009	66	24	<b>90</b>	8	2
2008	68	22	<b>90</b>	9	1
2007	69	25	<b>94</b>	6	-
2006	55	38	<b>93</b>	6	1
2005	63	32	<b>95</b>	4	1
2004	58	35	<b>93</b>	6	1
2003	62	30	<b>92</b>	7	1
2002	69	25	<b>94</b>	5	1
2001	68	23	<b>91</b>	8	1
2000	71	21	<b>92</b>	7	1
<b>Comparison</b>					
Peer Group (Provincial)	62	23	<b>85</b>	12	3
National Average	58	30	<b>88</b>	9	3

Base = 360

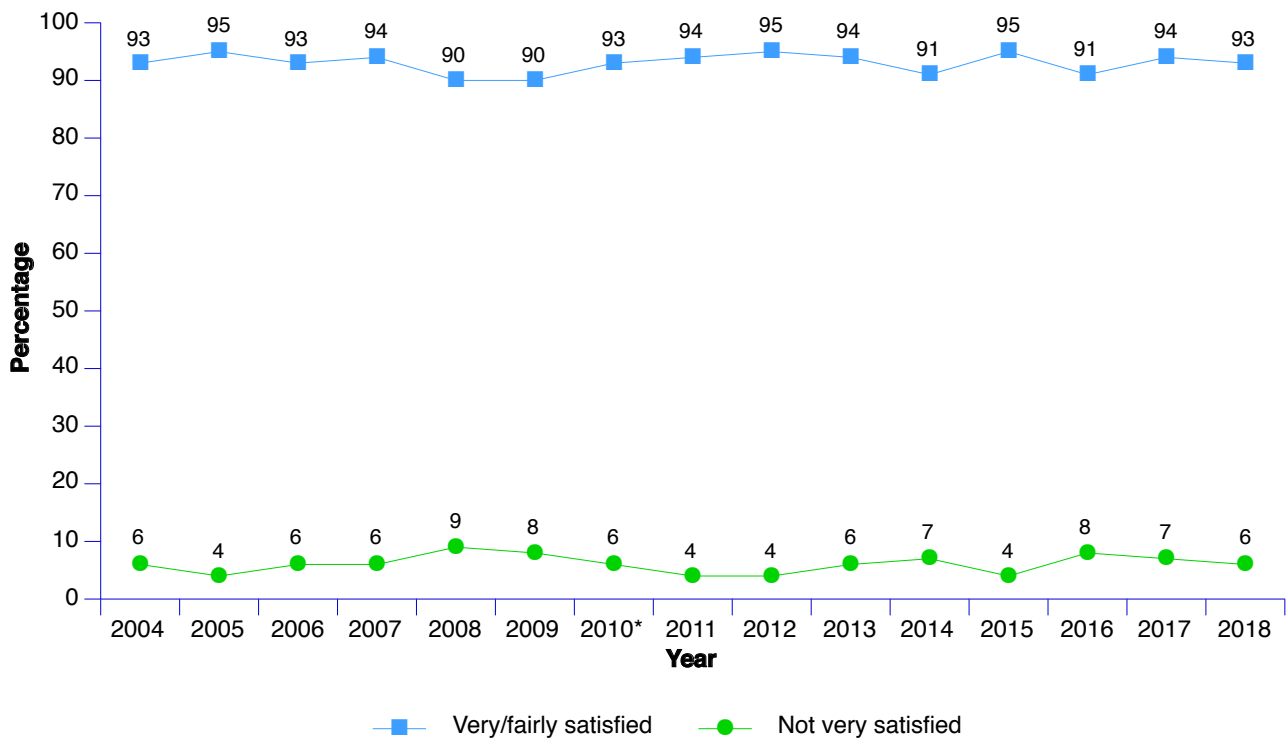
% read across

\* 2010 survey not conducted by NRB

<sup>†</sup> does not add to 100% due to rounding



*Rubbish Collection (Receivers Of Service)*



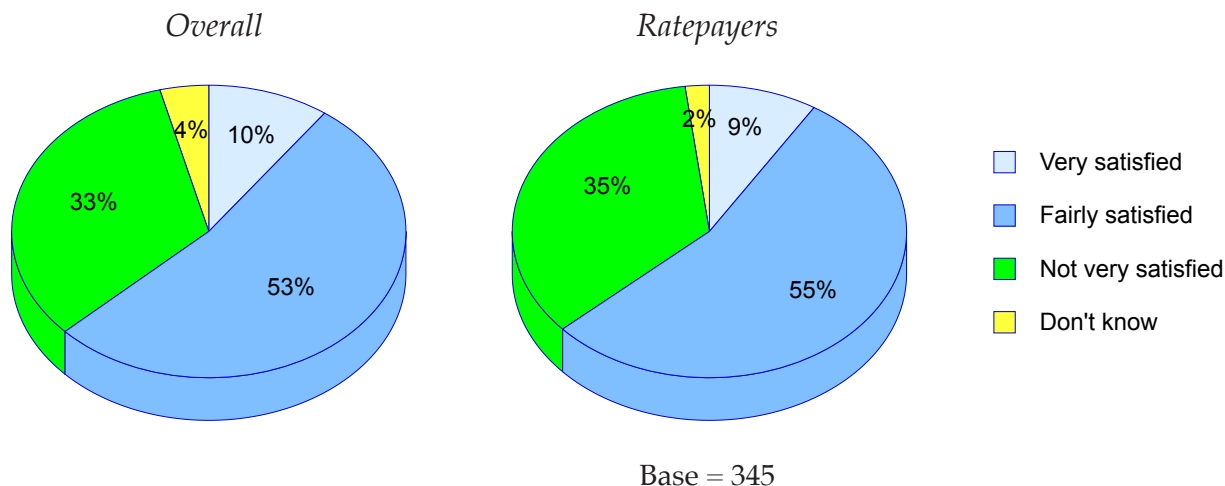
\* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:  
Receivers of Service = 93%



## 2. RATES ISSUES

## A. SATISFACTION WITH THE WAY RATES ARE SPENT ON THE SERVICES AND FACILITIES COUNCIL PROVIDES



84% of residents identify themselves as ratepayers (90% in 2017).

Overall, 63% of residents are satisfied with the way rates are spent on the services and facilities provided by Council (71% in 2017). 33% of all residents are not very satisfied with the way rates are spent and this is above the Peer Group and National Averages and 8% above the 2017 reading.

64% of ratepayers are satisfied with the way rates are spent (72% in 2017), while 35% are not very satisfied (26% in 2017).

Ratepayers are more likely to be not very satisfied with the way rates are spent on the services and facilities provided by Council, than non-ratepayers.

The main reasons residents are not very satisfied are ...

- overspending/wasting money/debt/spending priorities, mentioned by 10% of all residents,
- high rates/increases/too high for services received/not value for money/unfair, 7%
- more spending on infrastructure/specific services/facilities needing attention, 7%,
- roading/footpath/traffic issues needing attention, 6%.



## Satisfaction With The Way Rates Are Spent On Services And Facilities

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2018	10	53	<b>63</b>	33	4
2017 <sup>+</sup>	11	60	<b>71</b>	25	5
2016	9	55	<b>64</b>	31	5
2015	10	61	<b>71</b>	23	6
2014	14	58	<b>72</b>	22	6
2013 <sup>+</sup>	10	65	<b>75</b>	19	5
2012	13	65	<b>78</b>	19	3
2011	12	58	<b>70</b>	24	6
2010*	13	65	<b>78</b>	16	6
2009	8	64	<b>72</b>	22	6
2008	10	68	<b>78</b>	16	6
2007	16	55	<b>71</b>	21	8
2006	13	64	<b>77</b>	18	5
2005	13	72	<b>85</b>	10	5
2004	14	63	<b>77</b>	15	8
2003	17	65	<b>82</b>	11	7
2002	21	62	<b>83</b>	11	6
2001	22	60	<b>82</b>	11	7
2000	20	58	<b>78</b>	15	7
<b>Comparison</b>					
Peer Group (Provincial)	13	59	<b>72</b>	24	4
National Average	10	60	<b>70</b>	25	5
<b>Ratepayer?<sup>+</sup></b>					
Ratepayer	9	55	<b>64</b>	35	2
Non-ratepayer	15	47	<b>62</b>	24	13

% read across

\* 2010 survey not conducted by NRB

<sup>+</sup> does not add to 100% due to rounding

### Recommended Satisfaction Measures For Reporting Purposes:

Total District = 63%

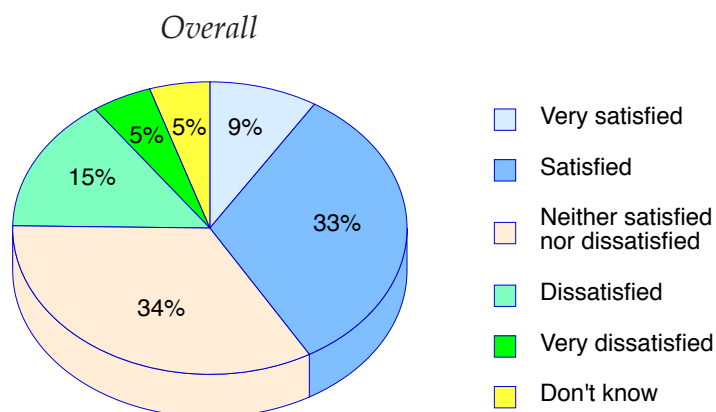
Ratepayers = 64%



### 3. LOCAL ISSUES

## A. COUNCIL CONSULTATION AND COMMUNITY INVOLVEMENT

### i. *Satisfaction With The Opportunities To Be Involved And Participate In The Way Council Makes Decisions*



9% of residents are very satisfied with the opportunities to be involved and participate in the way Council makes decisions (5% in 2017), and 33% are satisfied. 5% of residents are very dissatisfied with the process and 15% are dissatisfied. 5% are unable to comment and 34% are neither satisfied nor dissatisfied (37% in 2017).

The dissatisfied/very dissatisfied reading (20%) is similar to the Peer Group and National Averages<sup>†</sup>.

NZ European residents are more likely to be **very satisfied/satisfied**, than NZ Māori residents.

There are no notable differences between socio-economic groups, in terms of those residents who are **dissatisfied/very dissatisfied**.

<sup>†</sup> Peer Group and National Averages refer to satisfaction with the way Council involves the public in the decisions it makes

## Satisfaction With The Way Council Involves The Public In The Decisions It Makes

	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither satisfied nor dissatisfied %	Dissatisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
<b>Overall*</b>								
Total District								
2018 <sup>†</sup>	9	33	42	34	15	5	20	5
2017	5	33	38	37	14	5	19	6
2016	7	37	43	31	16	5	21	4
2015 <sup>†</sup>	5	26	31	34	20	8	28	6
2014	5	38	43	33	18	4	22	2
2013 <sup>†</sup>	4	28	32	41	19	5	24	4
2012 <sup>†</sup>	4	36	40	36	18	5	23	2
2011	4	37	41	28	22	6	28	3
2010 <sup>**†</sup>	4	41	45	24	23	5	28	5
2009	5	42	47	29	16	6	22	2
2008	3	40	43	33	14	4	18	6
2007	7	38	45	25	22	4	26	4
2006	5	36	41	33	19	4	23	3
2005	5	55	60	28	7	2	9	3
2004	6	43	49	30	14	2	16	5
2003	8	48	56	27	11	-	11	6
2002	7	53	60	25	7	3	10	5
2001	6	44	50	31	11	2	13	6
<b>Comparison*</b>								
Peer Group Average	7	40	47	29	17	3	20	4
National Average	7	38	45	28	17	5	22	5
<b>Ethnicity<sup>†</sup></b>								
NZ European	10	35	45	31	15	6	21	4
NZ Māori	2	28	30	42	18	4	22	7

% read across

\* readings prior to 2016 and Peer Group and National Averages relate to "satisfaction with the way Council involves the public in the decisions it makes"

\*\* 2010 survey not conducted by NRB

<sup>†</sup> does not add to 100% due to rounding

## B. RESIDENTS' IMPRESSIONS OF COUNCIL DECISIONS/ACTIONS

Summary Table: Residents' Impressions of Council Decisions/Actions

		Strongly approve %	Approve %	Strongly approve/ Approve %	Disapprove %	Strongly disapprove %	Disapprove/ Strongly disapprove %	Don't know %
<b>Overall</b>								
Total District	2018 <sup>†</sup>	4	51	55	29	9	38	8
	2017 <sup>†</sup>	3	56	59	30	6	36	6
	2016	4	45	49	30	13	43	8
	2015	5	45	50	29	10	39	11
	2014	7	63	70	16	4	20	10
	2013	2	51	53	26	8	34	13
	2012	3	63	66	21	4	25	9
	2011	1	53	54	29	7	36	10
	2010 <sup>*†</sup>	4	58	62	19	4	23	16
	2009	2	64	66	20	3	23	11
	2008	2	70	72	13	3	16	12
	2007	7	57	64	19	4	23	13
	2006	4	66	70	18	3	21	9
<b>Age</b>								
18-44 years		3	61	64	19	7	26	10
45-64 years		6	40	46	34	14	48	6
65+ years <sup>†</sup>		3	46	49	43	5	47	4
<b>Household Size</b>								
1-2 person household		4	44	48	34	11	45	7
3+ person household		4	57	61	24	7	31	8
<b>Ratepayer?</b>								
Ratepayer		3	50	53	30	9	39	8
Non-ratepayer		10	57	67	19	7	26	7

% read across

\* 2010 survey not conducted by NRB

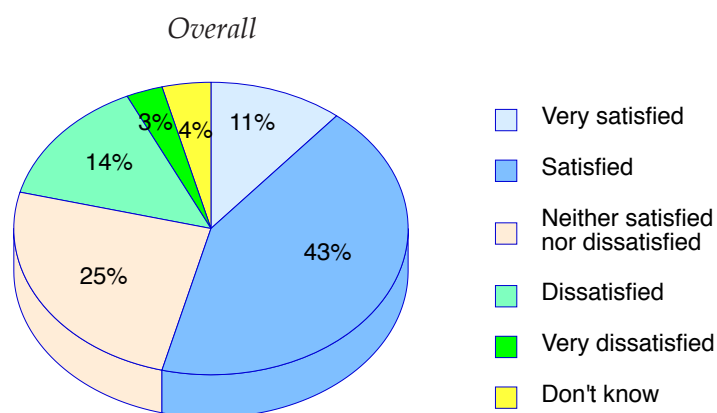
† does not add to 100% due to rounding

When asked their impression of the decisions and/or actions of Council in the last 12 months, 55% approve (strongly approve/ approve) (59% in 2017), and 38% disapprove (disapprove/ strongly disapprove). 8% are unable to comment.

Residents more likely to **approve** (strongly approve/ approve) of the decisions and/or actions of Council in the last 12 months are ...

- residents aged 18 to 44 years,
- residents who live in a three or more person household,
- non-ratepayers.

## C. SATISFACTION WITH QUALITY OF INFORMATION



11% of residents are very satisfied, in general, with the quality of information (6% in 2017), with 43% being satisfied (46% in 2017), while 14% of residents are dissatisfied (10% in 2017) and 3% are very dissatisfied. 25% of residents are neither satisfied nor dissatisfied (31% in 2017).

There are no notable differences between socio-economic groups, in terms of those residents who are very satisfied/satisfied. However, it appears that residents aged 65 years or over are slightly more likely to be satisfied, than other age groups.



### Satisfaction In General With Quality Of Information

		Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither satisfied nor dissatisfied %	Dissatisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
<b>Overall*</b>	2018	11	43	54	25	14	3	17	4
	2017 <sup>†</sup>	6	46	52	31	10	2	12	6
	2016	7	51	58	27	9	2	11	4
<b>Age</b>									
18-44 years		12	41	53	28	12	3	15	4
45-64 years		10	40	50	23	18	4	22	5
65+ years		10	53	63	21	13	2	15	1

\* 2016 readings refer to residents who are aware of information N=395

<sup>†</sup> does not add to 100% due to rounding

\* \* \* \* \*



## E. APPENDIX

### Base by Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
<b>Gender</b>	Male	200	187
	Female	201	214
<b>Age</b>	18-44 years	120	189
	45-64 years	121	140
	65+ years	160	72
	One resident refused to give details of their age		
<b>Ethnicity</b> <sup>†</sup>	NZ European	282	244
	NZ Māori	70	102

\* Interviews are intentionally conducted in approximately equal numbers in each Area, even though the populations may differ from Area to Area. This is done to give a relatively robust sample base within each Area. Post stratification (weighting) is then applied to adjust back to population proportions in order to yield correctly balanced overall percentages. This is accepted statistical procedure. Also please refer to pages 2 to 4.

<sup>†</sup> Seven respondents identified themselves as Pacific Islanders, 17 as Asians, and 22 as 'Other' ethnicities. Three respondents refused to state their ethnicity.

\* \* \* \* \*

